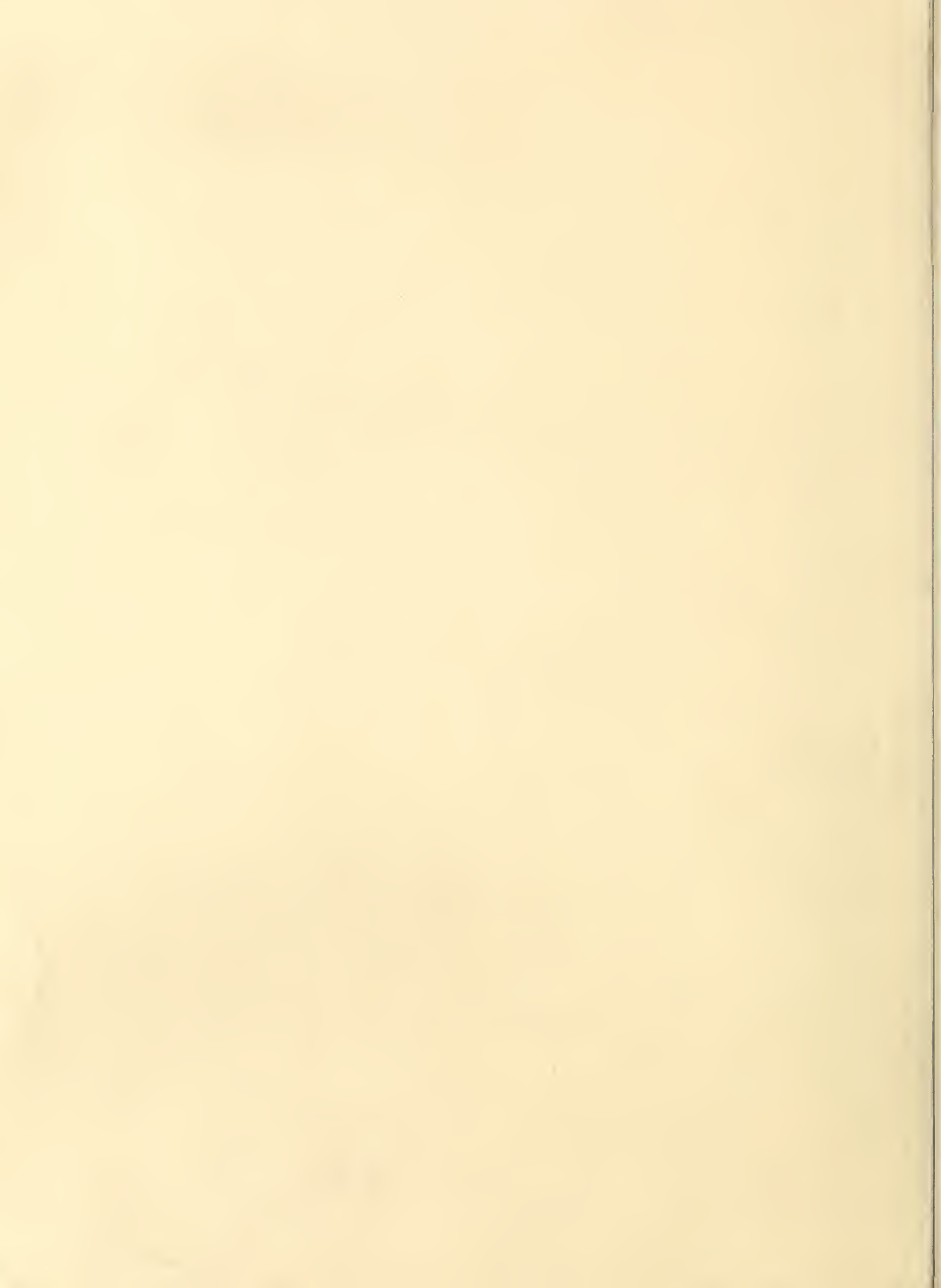


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



OFFICIAL ORGAN OF THE NORTHWEST FRUIT GROWERS ASSOCIATION

VOLUME THREE

NUMBER TWO

DOLLAR A YEAR

# BETTER FRUIT

*August 1908*

CHERRY EDITION



PHOTOGRAPH BY GIFFORD, THE DALLES, OREGON

BING CHERRIES. LARGEST AND BEST SHIPPING CHERRY GROWN. UNEXCELLED. ACTUAL SIZE.  
ORIGINATED AT PORTLAND

PUBLISHED BY  
BETTER FRUIT PUBLISHING COMPANY  
HOOD RIVER, OREGON

## *These Apples grew in the* WHITE SALMON VALLEY

*Opposite Hood River*



Soil, climate & location especially adapted for high grade fruit & berries. Send for our *Book* descriptive of this beautiful valley

### A SPLENDID PROPERTY

No. 102—25 acres 4 miles east of White Salmon and 1¼ miles from a boat landing on the Columbia river. This tract has a gentle slope to the east, and every acre is first-class fruit land with a deep, rich red shot soil. 10 acres have been slashed and burned and is ready to clear. The balance is willow, hazel, vine maple and wild cherry brush land. The view from this tract up and down the Columbia is magnificent. The possibilities of this tract for a home and commercial orchard are hard to surpass, and the price is only \$75 per acre. This is a splendid property at a bargain.

**White Salmon Land Co.**

J. C. MacINNES WHITE SALMON, WASH.

# GOVERNMENT LAND IRRIGATED *And Now Open for Entry*

Government land now open for entry under the Carey Act. Irrigated at low cost fixed by State Land Board. To reach lands go to Shaniko, via Biggs on the O. R. & N. Railway thence by stage via Madras, Deschutes Irrigation & Power Company office. If you can't go write for application blanks and booklet to

**Deschutes Irrigation  
and Power Company**

Box No. 5

BEND, OREGON

*Live facts in a lively way. Live facts for men  
and women. Facts that affect you — your family*

## Hood River Valley Apple Lands

Are paying from \$400 to \$700  
an acre to their owners. Many  
started in a small way, today they  
are independent. *You can begin today*

*He who investigates for himself becomes "The man who knows"*

IT PAYS TO SEE US

**W. J. BAKER & CO.**

HOOD RIVER, OREGON

OR

**CHAPIN & HERLOW**

332 Chamber of Commerce PORTLAND, OREGON

*It will pay you to Investigate*

# KLICKITAT

## KLICKITAT FRUIT LANDS

Offer the man of moderate means the opportunity to establish a comfortable home and a profitable business.

### KLICKITAT APPLES AND PEACHES

Will pay a handsome profit. Why? Because they rank among the best commercial fruit of three states.

### KLICKITAT GRAPES AND BERRIES

Are money makers. Why? Because they ripen early, develop a beautiful color and delightful flavor on the southern slopes of this sun-kissed valley.

For Complete Information Address

**Secretary Klickitat Development League**  
GOLDENDALE, WASHINGTON



## STUDY THE SCIENCE OF INVESTMENT

Don't deal in futures; don't waste the best years of your life building up some unknown district for the man who follows you. Buy land of **known quality** and productiveness. Locate in a section the whole world knows all about—where prices are established—where the modern conveniences of the city are combined with the advantages of country life.

# HOOD RIVER ORCHARDS

*Pay From \$500 to \$1500 Net Per Acre*

[This is not what they **ought** to do or what we **expect** them to pay]  
[It is what they have been doing in the past and are doing **now**]

## Your OPPORTUNITY—Invest In Hood River NOW

It has never had a crop failure. Finest irrigation system on earth. Unlimited water supply

### For the Man With Limited Capital

Small tracts of 10 to 20 acres, most of them having some young orchard started, houses, etc. Easy terms of purchase make it possible to get a start in this famous fruit section with little money. 10 acres of orchard will make a handsome income when bearing. Write us about these or come and see them.

### Of Special Interest to Investors

1,000 acres fine fruit land in foot hills, 5 to 8 miles from town. Very best orchard soil; plenty of water and wood. Will cut into small tracts at great profit when opened up. \$25.00 per acre.

---

Some of the best orchards in Hood River Valley were planted by us and bought from us. We understand the soil and lay of the land; know what and how to plant it to secure largest, finest, most profitable crops.

---

*Write us for illustrated literature. Ask any questions you think of. They will be carefully and cheerfully answered. Write right now while you think of it*

# Mac Rae & Angus

Owners, Subdividers and Developers of  
Hood River Orchards

432 Chamber of Commerce  
PORTLAND, OREGON

Angus Farm  
HOOD RIVER, OREGON

*Address the Portland Office*

*Are You Looking for Land Where the Famous  
Royal Ann Cherry or the Oregon Red Apple Grows?*

IF SO COME TO

# Eugene, Oregon

And see the Eugene Real Estate & Investment Company, they have it for sale; no place on the Coast can excel us for perfect climate and soil for fruit growing. We have also the very best of agricultural land and large timber tracts at reasonable prices. For further information write us for descriptive booklet. We are pleased to give information to prospective settlers

---

EUGENE REAL ESTATE &  
INVESTMENT COMPANY

EUGENE, OREGON

# Allen Fruit Company

*Shippers and Packers*

SELECTED TABLE FRUITS

FRESH CANNED *and* DRIED FRUITS

---

Packing houses in Oregon, Washington and Idaho. We are in position to take care of your orders. We pack our fruits fresh from the orchard. If you want to grow fruit let us tell you what to grow and where to grow it

---

## Allen Fruit Company

EUGENE, OREGON



## THE HOUSE THAT SAVES YOU MONEY

Ship your consignments to us. We make a specialty of fresh meats, poultry, eggs, butter, potatoes, apples and onions. We obtain the highest prices and mail returns immediately. Write us for shipping tags and information

### Buchanan-Behrens Co.

COMMISSION MERCHANTS

Phone Main 8099

75 Front Street PORTLAND, OREGON

## Kane & Co.

WHOLESALE FRUIT AND PRODUCE

151 Front Street PORTLAND, OREGON

CONSIGNMENTS SOLICITED

Good prices, quick sales and prompt returns for all Fruits, Vegetables, Poultry, Veal, Pork, Etc.

## Levy & Spiegl

WHOLESALE

FRUITS & PRODUCE

*Commission Merchants*

SOLICIT YOUR CONSIGNMENTS

*Top Prices and Prompt Returns*

PORTLAND, OREGON

IF YOU WANT TO  
MARKET YOUR

## FRUIT

RIGHT, ALWAYS SHIP TO

### W. B. Glafke Co.

WHOLESALE FRUITS  
AND PRODUCE

108-110 Front Street  
PORTLAND, OREGON

## Capitol Commission Co.

HELENA, MONTANA

*Largest distributors of fruits and vegetables in the city*

We want berries, cherries, wax beans, new potatoes. We buy outright or handle on consignment. Get in touch with us

GOOD RETURNS PROMPT REMITTANCES

## THE DALLES FRUIT COMPANY

INCORPORATED

COMMISSION MERCHANTS

Wholesale Shippers and Packers

of Oregon Fruit and Produce

*Our Specialties:* Royal Anne

Cherries, Bartlett Pears, Grapes,

Italian Prunes and Peaches

CANNERY IN CONNECTION

THE DALLES, OREGON

## FRUIT FACTS

Chelan County won 35 gold medals on fruit exhibits at the Portland Exposition, 1905. This record was not equaled by any other county on the Pacific Coast. We will have 75 to 100 cars of apples: Winesaps, Spitzenberg, Rome Beauties, Lawvers, Jonathans, etc., all packed under the supervision of this association. Correspondence solicited.

WENATCHEE VALLEY

FRUIT GROWERS' ASSOCIATION

M. O. TIBBETTS, Pres. E. T. BALCH, Sec'y.

WENATCHEE, WASHINGTON

## Richey & Gilbert Co.

H. M. GILBERT, President and Manager

GROWERS AND SHIPPERS OF

YAKIMA VALLEY  
FRUITS AND PRODUCE

Specialties: Apples, Peaches, Pears  
and Cantaloupes

TOPPENISH, WASHINGTON

## Ryan & Newton Company

Wholesale Fruits & Produce

Spokane, Wash.

We have modern cold storage facilities essential for the handling of your products.

Reliable market reports

PROMPT CASH RETURNS

## YAKIMA COUNTY HORTICULTURAL UNION

NORTH YAKIMA, WASH.

*E. E. Samson, Manager*

APPLES, PEARS, PRUNES, PLUMS,  
PEACHES, CHERRIES, APRICOTS,  
GRAPES AND CANTELOUPES

Mixed carloads start about July 20. Straight carloads in season. Our fruit is the very best grade, and pack guaranteed.

*We Use Revised Economy Code*

## LINDSAY & CO. LTD.

Established 1883

*Helena, Montana; Billings, Montana;  
Great Falls, Montana.*

We were among the first handlers of Hood River strawberries and have handled them each year since strawberries were grown at Hood River. We handle all kinds of green fruit, and invite correspondence with shippers of first-class fruit only.

## DAVENPORT BROS.

WHOLESALE  
FRUIT &  
PRODUCE

Growers and Shippers of the Famous

Mosier Valley Fruits  
Portland, Oregon



**Pearson-Page Co**131-133 FRONT STREET  
PORTLAND, OREGON

Superior facilities for handling

**PEACHES  
APPLES AND  
PEARS****Solicit Your Consignments**

Reliable Market Reports Prompt Cash Returns

Paid up Capital \$75,000

**THE  
LAWRENCE - HENSLEY  
FRUIT CO.**Successors to  
THE LIEBHARDT FRUIT CO.Jobbers of  
Fruits and Vegetables  
and Apple Packers

Denver, Colorado

**Davenport-Thompson  
Company****Commission Merchants**We are prepared to get the best prices for  
all consignments of Fruits, Vegetables,  
Potatoes, Etc., entrusted to us.Phone Main 462 144 FRONT STREET  
Phone Home A1462  
**PORTLAND, OREGON****McEwen &  
Koskey**Wholesale Fruit & Produce  
and General Commission  
Merchants ~ 129 Front  
Street, Portland, Oregon**Consignments**Are solicited, all your shipments  
receiving our personal attention**H. WOODS CO.****WHOLESALE FRUITS**

and

**COMMISSION**

Apples, Peaches and Strawberries

127 South Water Street  
CHICAGO, ILLINOIS**Mark Levy & Co.**COMMISSION  
MERCHANTS**WHOLESALE FRUITS**121-123 FRONT AND  
200 WASHINGTON ST.  
**PORTLAND, OREGON****THE  
DAVIDSON  
FRUIT CO.**of  
Hood River, OregonPioneer fruit packers and shippers  
of this famous section. "Quality"  
is our watchword, and "Fruit  
Worth the Price" is our motto.  
Wire or write us for apples, straw-  
berries or pears in season in car  
lots or smaller shipments. Other  
fruits in season in less quantities.

CORRESPONDENCE SOLICITED

**RYAN &  
NEWTON CO.****Wholesale Fruit and Produce****BUTTE, MONTANA**We have modern cold storage facilities  
essential for handling your products.  
A strong house that gives reliable  
market reports and prompt cash returns**THE OLD RELIABLE  
BELL & Co.**

Incorporated

**WHOLESALE  
FRUITS AND  
PRODUCE**109-115 FRONT STREET  
**PORTLAND, OREGON**

W. H. Dyer

W. W. Bollam

**Dyer, Bollam & Co.**

Successors to

**DRYER, O'MALLEY & CO.****IT'S VERY  
PLAIN**2  
2  
—  
41880  
1907If you appreciate this kind  
of a house, when you have  
fruit to ship, write to**A SIMPLE  
PROPOSITION**Dealing with an old established  
house gives results**Page & Son****Wholesale Fruits****Portland, Oregon****General  
Commission  
Merchants**128 FRONT STREET  
**PORTLAND, OREGON**

TELEPHONE MAIN 2348

## SPECIAL HOOD RIVER BARGAINS THAT WILL EARN YOU GOOD REVENUE

437.—20 acres 5 miles out on the east side; 5 acres in 6-year-old trees, 4 acres in 2, 7, 3-year-old trees, all good varieties; balance in 1-year-old trees. Small house and barn, on main traveled road, near school, church, stores and railway station. The very best apple land; beautiful building site. Price \$9,500.

395.—22½ acres; 5 acres bearing orchard, mostly Spits and Newts, some Kings, N. Spies, Wag., Ben Davis, etc.; a few pears, peaches, plums, cherries, etc.; berries of all kinds. New 6-room house, all farm tools to go with place. Price \$13,000. Terms, \$7,500 cash, balance on or before 3 years at 7 per cent.

451.—40 acres, 5½ miles out on east side; 25 acres in trees from 2 to 12 years old, good part in bearing; all but 4 acres first-class apple land; near school, church, store and railway station; 6-room house, small barn, all farm tools. Price \$11,000.

441.—18 acres; 7 acres in trees from 1 to 4 years old, 6 acres strawberries, 3 acres clover, 1 acre uncleared. Small house, good barn and windmill. Twelve shares water stock. Price \$10,500. Terms, mortgage \$4,500 four years at 7 per cent, balance cash.

LEM.—10 acres 3 miles out west side; 3 acres in 3-year-old trees, 3 acres 1-year-old trees, Spits and Newts, balance in clover; beautiful building site; 10 inches free water. Price \$6,000; easy terms.

470.—9 acres 1½ miles out on main road; all first-class apple land; 3½ acres 4-year-old trees, 4 acres 2-year-old trees, Spits and Newts; 1½ acres hay, 5 in. water stock. Will sell 7 or 9 acres for \$700 per acre.

464.—20 acres 6 miles out on east side; 18 acres 4-year-old trees, 2 acres 2-year-old trees, Spits and Newts; in center of east side apple belt; all first-class land. Price \$13,000.

426.—40 acres 7 miles out on east side; 15 acres cleared, 80 bearing trees, 1 acre 3-year-old trees, 1 acre 2-year-old trees, 1 acre 1-year-old trees; 2-story house 20x23 and barn; right in the center of "the east side apple belt." Price \$10,000. Terms, one-half cash, balance on or before 5 years at 7 per cent.

HAH.—15 acres; 10 acres in 4 and 5-year-old Spits and Newts, 1½ acres hay, balance in light timber. Good barn, team horses, wagon, all farm tools, etc.; lies well and in fine neighborhood. Price \$8,000.

*We have what you want. If you do not see it here, write for our complete lists*

THE RELIABLE  
DEALERS

**J. H. Heilbronner & Co.**

Portland Office, 408 Corbett Building  
Hood River Office, Davidson Building

## HOOD RIVER, OREGON



HOOD RIVER'S FAMOUS PACK

### GREATEST APPLE GROWING VALLEY IN THE WORLD

Where fruit pays from \$500 to \$1500 per acre and is marketed for you at the highest prices paid anywhere in the world, while still on the tree. Forty thousand acres of finest apple land still undeveloped. One hundred thousand horsepower going to waste in its streams. Population, 6000; value fruit products, 1907, \$400,000; value lumber output, 1907, \$750,000; taxable property, \$2,700,000; bank deposits, 1901, \$36,000, 1907, \$690,494.31. Railroad and water transportation. Two hours from Portland, twelve hours from Seattle and Spokane. Rural mail delivery. Phone service covering city and valley. Let us tell you about it. Address

**PUBLICITY COMMITTEE, HOOD RIVER COMMERCIAL CLUB**

*Do it Now—Today*

HOOD RIVER, OREGON



# BETTER FRUIT

A MONTHLY ILLUSTRATED MAGAZINE PUBLISHED IN THE INTEREST  
OF UP-TO-DATE AND PROGRESSIVE FRUIT GROWING AND MARKETING

## DESCRIPTION AND CULTIVATION OF THE CHERRY

BY W. S. THORNBUR, PULLMAN, WASHINGTON

THE growing of cherries in Washington is one of her horticultural industries which is still in its infancy, and while rapid strides have been made during the past year along all horticultural lines, the cherry industry has received a just share of this growth. Our total acreage is about five thousand acres, and while this looks comparatively small for so large a state, yet careful perusal of these figures show that cherries are one of the most cosmopolitan fruit crops that we are growing. No climate in the state is too cold or too warm, no soil is too poor or too rich, no section too dry or too wet for the production of first-class cherries. Every county and district in the state is individually interested in this crop, and while certain places are possibly a little more adapted to this fruit than others, yet all may have a part in it. There is no section in the United States, nay, not in the world, that is producing cherries like Washington and Oregon, cherries that can be shipped to Mexico, New York, Noine, Alaska, and even London in open express. Are there any markets that we cannot reach with fresh fruit!

Only recently have the possibilities of the cherry as a fresh fruit become apparent, and now while tons and tons of them are still being canned, evaporated or dried, yet many more are being sent to the consumers in the fresh stage. I am firmly convinced that with our improved methods in canning and the present as well as the past prices of dried cherries, that many of us will live to see the time when this will be one of the greatest cherry-producing sections in the world. Those districts which are uncertain for the fancy sweet cherries have wonderful possibilities in the production of sour cherries for drying purposes.

### History

The history of the development of the cherry industry of the Northwest, while of short duration presents to us some of the greatest achievements that have ever been made in plant improvement. We look with a great deal of pride at the Royal Ann, a French product, the Black Tartarian, from the Czar's domain, the Governor Wood, from the Buckeye state, and the Deacon, from California, but, best of all, the Bing, Lambert, Hoskins and Black Republican, all products of the horticulture of the Northwest. Great progress has been made, but still there is room for improvement. We want a later cherry with the color and qualities of the Royal Ann and the size, flavor and shipping possibilities of our Bings or Lamberts. The tree of this new cherry must be hardy in wood and bud, able to withstand our severest weather, and an annual sure cropper, and then we will feel that we have reached perfection in

cherries. The work of improving our fruits is a great work, and while it can be done only by a few, yet the origination of a new or better fruit should receive more honor and credit than we are in the habit of bestowing.

### Classification

The cultivated cherries of Washington came from two distinct European species, *Prunus Avium*, the parent of the sweet cherries, and *Prunus Cerasus*, the parent of the sour cherries. The sweet cherries are characterized by their tall, erect growth, tough, glossy, birch-like bark, flowers and leaves appearing simultaneously, and firm or soft, usually sweet

The sweet cherries must have the drier soils, and while the sour ones grow on moist or poorly drained soil, yet they do better on the dry or at least well drained soils.

### Location

The cherry as a tree is hardy and readily adapts itself to a great variety of exposures, but is very susceptible to injury from frost just previous to and during blossoming. This may be helped somewhat, however, by selecting northern slopes or locations where the surface is rolling or slightly higher than the surrounding country since this insures good air, drainage and frequently prevents injury from frost or freezes. Religiously avoid low lands, frost pockets on the hillsides and southern exposures where there is danger of injury from spring frosts.

### Distances for Planting

The variety, soil, climate, rainfall or irrigation, all combine as factors governing the distance apart that the trees should be planted. The sweet cherries in rich soil, with a reasonable amount of water, whether irrigated or not, require from twenty-eight to thirty feet, while the sour cherries would do very nicely under the same conditions with from eighteen to twenty-five feet. The same general rules of planting, with a purpose of thinning, should be observed in planting a cherry orchard as any other fruit in this section. Several valuable crops may be secured from the fillers before the permanent trees require all the space. In sections adapted to peach culture, peaches may be used to even better advantage than cherries as fillers. Whatever is used, its death warrant should be signed at the time it is planted, in order to be sure it is removed before doing serious injury to the permanent trees.

### Cultivation

Whatever may be the treatment of the old cherry orchard, the young cherry orchard must receive nothing but the very best of clean culture, at least for the first six or eight years. The soil or grass mulch theories may be all right for the old orchard, but when it is necessary to produce wood growth framework and leaf surface on young trees nothing can do it like clean culture. True it is, you may crop the young orchards for five or six years, but even during this time nothing but cultivatable crops must be used.

When the trees begin to bear regular crops of fruit the filler crops should be removed and the land tilled for cherries only. I find the following plan of cultivation a very feasible one for Washington conditions: Plow the orchard lightly, or thoroughly disk it early in spring, harrow, pulverize or clod mash until the surface is well worked down fine. After

### CONTENTS

#### DESCRIPTION AND CULTIVATION OF THE CHERRY

#### CHERRY CULTURE IN THE PACIFIC NORTHWEST

#### SOME ASHLAND, OREGON, ROYAL ANN CHERRIES

#### CHERRY GROWING ON THE WESTERN COAST

#### SALEM, THE CAPITAL OF THE STATE OF OREGON

#### THE FRUIT INDUSTRY OF EUGENE, LANE COUNTY

#### EUGENE, LANE COUNTY, OREGON—TIMELY TIPS

#### E. H. SKINNER ON THE GROWING OF CHERRIES

#### CHERRIES OF THE SPRINGBROOK, OREGON, DISTRICT

fruit. They are neither as hardy or free from insect pests as the sour ones. The sour cherries have low spreading tops, smaller branches, flowers that appear ahead of the leaves, and red, soft, juicy fruit. They are practically free from insect pests and plant diseases in Washington. The trees and fruit buds are harder than the sweet ones and can be profitably grown in all sections of the state.

### Soil

The cherry may be profitably grown on a variety of soils, but it naturally prefers a light, dry, loamy soil, rich in mineral plant foods but poor in nitrogen, retentive of moisture and thoroughly drained. If the soil is too rich in nitrogen the tendency will be toward the production of wood at the expense of fruit production. It is a heavy feeder and too frequently a rank grower. The cherry requires plenty of moisture from early spring until the crop is matured, but very little after that time. More difficulties arise from over-irrigation or cultivation after the crop is harvested than from all other causes together.



this, harrow or cultivate every ten days or after every rain until about the first of July. Sow a winter cover crop during the last cultivation, harrow the soil down level and consider your cultivation over for the year. If the trees have been making a poor, unsatisfactory growth, the cover crop should be vetch. Canada peas or crimson clover (preferably hairy vetch), but if the growth is good, the cover crop should be fall rye, winter wheat, fall barley or even oats. The fall rye and winter wheat have been the best thus far, with us.

Since the cherry blossoms early in the spring and usually matures its crop in

annual growths are cut back from two-thirds to three-fourths of their entire length, and the tops are thinned whenever it is necessary. This system of pruning gives a low headed, well branched tree with a fruiting plane very close to the ground.

#### Propagation and Stocks

The buds for propagating a stock of trees should be taken from healthy trees with uniformly heavy bearing tendencies. Just as the successful dairyman is careful in the selection of a head for his herd, and the corn grower in the selection of his seed, so must the cherry

methods. The days of shaking, clawing or pulling the cherries, ripe and green fruit together, from the trees and hauling them to market in wash boilers, tubs, barrels and dishpans, on a wagon without springs, has passed, and now the fruit grower who would secure the highest price for his cherries must pick them by the stems just before they are ripe, taking care not to pull the fruit from the stem, cool them immediately, and carefully pack in specially designed ten-pound boxes. Four to six of these boxes fit in a carton, and we then have the ideal package for shipment, handling, etc. It is no wonder that our fruit sells



WENATCHEE VALLEY, FAMOUS FOR CHERRIES, APPLES, PEACHES, APRICOTS AND OTHER FRUITS

June or July, the wood growth should be checked as early as possible, in order to mature the fruit buds before fall. There is no occasion for permitting a tree to make four to six feet of soft terminal growth after producing a crop of fruit.

Whenever bearing trees tend toward wood growth it means that the future fruit crop is being sacrificed, and when this is noticeable in an orchard it should be seeded down for one or two years.

#### Pruning.

During the first four years of a young cherry tree's existence it should be carefully, systematically and regularly pruned. After that only dead, diseased, broken or cross limbs should be removed. A young cherry tree is as plastic in the hand of a pruner as a bit of clay is in the hands of a modeler. But if the golden opportunity is permitted to pass and it is not properly pruned, the tree will be fit only for the brush heap, since it is practically impossible to make over a cherry tree.

One-year-old trees should be headed back to from twenty-four to thirty-six inches from the ground. The purpose of this is to establish a low-headed, spreading tree, rather than a high-headed, upright tree. For the next three years the

grower be in the selection and propagation of his stock. This important phase of fruit growing is too frequently lost sight of in our haste to get acres of fruit planted. However, the thoughtful, careful man will prefer fifty trees from stock that is in the habit of yielding uniformly heavy crops to five hundred trees that are not fruit producers. Most of our irrigated lands are entirely too valuable to plant to shade trees or to fruit trees that do not produce fruit. The system practiced by many nurseries of propagating entirely from young growing nursery stock instead of from established bearing trees is entirely wrong. It certainly tends toward the production of unfruitful trees. There are practically only two stocks being used at the present time for the propagation of cherries. These are the Mazzard and Mahaleb. While the Mahaleb is more widely used for the sour sorts, the Mazzard is infinitely the best for both the sweet and the sour in our conditions. It forms a stronger union, a better root system and makes a longer lived tree.

#### Harvesting the Crop

Like all other phases of horticulture from the East, we have had to remodel and make over in order to fit Western

for high prices, since every precaution is taken to make it attractive and desirable.

#### Cherry Troubles

Very few insects or plant diseases bother the cherry in Washington. None of them very seriously. Those that do can be very readily combated by the proper use of sprays, etc.

The greatest difficulty that the average cherry grower has to contend with is that peculiar condition known as gumosis. Gumosis is neither a disease or an insect, but is a condition of the tree caused by one or more unfavorable conditions under which the tree must grow. The following are some of the conditions that will cause gumosis:

1. Poor drainage of the soil or too wet soil.
2. Heavy, rapid growth, followed by severe winter weather.
3. Late summer cultivation.
4. Injury to roots by deep cultivation, cold, etc.
5. Repeated injury from the single tree, etc.
6. A severe attack of aphids, slugs or borers.
7. A severe check in its growth.

This condition is always accompanied by the outside bark becoming tough and

Continued on page 15



# CHERRY CULTURE IN THE PACIFIC NORTHWEST

MR. R. H. WEBER, THE DALLES, OREGON, AT NORTHWEST FRUIT GROWERS' ASSOCIATION

**T**HE steady growth of commercial orcharding has broadened a field of action in the Pacific Northwest in which many thousands of energetic men are doing successful work, and the ranks of the fruit grower are being constantly augmented by enterprising and progressive men who are attracted to this Coast by this rapidly developing and profitable industry from all parts of the Eastern states. The quality of our Northwestern fruit has so firmly established it in the homes of Eastern people that

unusually upright growth and pyramidal form of tree and by a decidedly sweet flavor of the fruit.

The second class includes the Dukes and Morellos, commonly called Kentish or pie cherries. They are of a decidedly acid flavor and have little or nothing to recommend them to the commercial cherry grower.

Great care should be exercised in the selection of soil, exposure and drainage for a cherry orchard, as much of the future success of the business depends

to mature trees in full bearing only, will be found to be most valuable in preventing gummosis, for it is in the orchards where strong wood growth is encouraged throughout the summer after picking time, either by cultivation or a naturally moist condition of the soil, that this disease is most prevalent. Young trees, before they come into bearing, may be cultivated much later, encouraging wood growth as much as possible, as they are much less subject to gummosis on account of a more even dis-



THIRD ANNUAL CHERRY FAIR AT SALEM, OREGON. THIRTY-TWO MAGNIFICENT SILVER CUPS GIVEN AS PRIZES

it may now be considered one of the staple articles of diet and no longer a luxury, thus creating an ever-increasing demand and assuring us a good market for our orchard products, whether fresh, evaporated or preserved.

To the cherry, however, belongs the distinction of being more exclusively a Pacific Coast production than any other of the many varieties of deciduous fruit grown here, which makes cherry growing a most striking feature of the Coast region horticulture. Owing to the limited area suitable to cherry growing an over-production of this luxuriant fruit can hardly be considered even among the possibilities for a good many years to come. At the present time, at least, the demand is greatly in excess of the supply and is increasing much more rapidly than the production, which is the incentive for the rapid extension of the industry.

The varieties of cherries in cultivation consist of two distinct classes of sorts: the first, comprising the Hearts and Bigarreaus, commonly designated as Sweet cherries, is characterized by an

on a proper location. In the coast region, west of the Cascade Mountains, a deep light loam, with a south or southeast exposure has been found to be most desirable, while in the Inland Empire regions, east of the Cascades, they thrive best on sandy or gravelly soil, and there they attain their highest perfection; but they will do quite well in almost any situation except a very wet one or in very heavy clay. A south or southeast exposure should be selected, as it will be found that on this slope the trees mature more perfectly and are less subject to gummosis than on the heavier soils of a north or northwest slope, where the growing season is certain to continue longer on account of the greater retention of moisture, which is quite sure to prove detrimental.

The cultivation and irrigation, if the latter must be resorted to, of a cherry orchard should be so regulated and calculated that the wood growth of the tree will almost cease with the harvesting of the fruit crop, causing the tree to stand practically dormant during the remainder of the season. This system, which refers

to the sap and not being subjected to the shock of being forced to absorb the surplus nourishment which had been consumed by the fruit during the process of its growth and development, prior to ripening and gathering. Cherry growers everywhere should put this system into practice as much as possible during the coming season and report the results of their experiments, which undoubtedly will be found of great benefit, at the meeting of the Northwest Fruit Growers' Association to be held next winter. Cherry culture in general should be given more attention at these meetings, as much good would result and the industry would be greatly benefited by an exchange of opinions and a thorough discussion of the subject. It is quite unfortunate, and to the beginner and prospective cherry grower somewhat discouraging, to find so little literature available for his instruction and guidance, and a suggestion from this body to the Department of Horticulture of both the United States and Canada to have experts make scientific investigations pertaining to this rapidly devel-



oping industry, for the benefit of those already engaged in the business and those who contemplate to enter the ranks to become cherry growers, should not be amiss.

With the exception of gummosis, which can in a great measure be controlled by judicious cultivation, the cherry is perhaps less subject to the attacks of insect pests and fungus disease than any other variety of fruit, resulting in a cheaper and necessarily more profitable production.

While spraying with bordeaux is recommended to prevent and control gummosis, its application will be found to possess less merit than is generally

ing a young cherry orchard are similar to those employed for other varieties of fruit. Heading back the limbs to give proper shape and balance to the trees should continue for three or four years, or until they come into bearing, when it will be found, if the orchard is properly handled, pruning is rarely needed, but may be resorted to if deemed necessary, without injury to the tree, for it does not induce gummosis, as is often claimed, at least not in Eastern Oregon, where cherry orchards are grown almost exclusively without irrigation.

In removing the small branches when forming the head, care should be taken to always make the cut just above a bud

markets. Next in order as a canning cherry is the Centennial, a new cherry, and a seedling of Royal Ann. It is larger and firmer than its parent, which makes it more desirable for a long distance shipper. It is the first cherry to ripen, suitable for long distance shipping, which adds greatly to its commercial value, and should therefore receive much more recognition from planters than has been the case in the past. For exclusive fresh consumption and long distance shipment Lambert, Bing and Black Republican are in the lead in the order named, and can be shipped to our Atlantic coast cities and under refrigeration to Europe with perfect safety. Evaporated cherries are



GROUP OF BING FOURTEEN-YEAR-OLDS IN FULL BLOOM, FAIRVIEW ORCHARDS, R. H. WEBER, OWNER, THE DALLES, OREGON

supposed, and much more good will be accomplished in this direction by the selection of a proper location and subsequent cultivation. The impression should not obtain from the foregoing that spraying of cherry trees is entirely useless and to be discouraged, for a thorough application annually of the sulphur and lime solution or bordeaux mixture is very beneficial and should be regularly practiced, inasmuch as it destroys the eggs of the brown aphid, which sometimes attacks the tree, besides acting as a general cleanser, giving tone and vigor to the bark of body and limbs.

One-year-old trees, well grown and thrifty, propagated on Mazzard or Mahaleb stock, are to be preferred by the planter. Heads should be formed rather low, to prevent sunscald to its sensitive bark. The methods of growing and train-

ing a young cherry orchard are similar to those employed for other varieties of fruit. Heading back the limbs to give proper shape and balance to the trees should continue for three or four years, or until they come into bearing, when it will be found, if the orchard is properly handled, pruning is rarely needed, but may be resorted to if deemed necessary, without injury to the tree, for it does not induce gummosis, as is often claimed, at least not in Eastern Oregon, where cherry orchards are grown almost exclusively without irrigation.

By the introduction within recent years of many new varieties of great merit, the cherry industry has been practically revolutionized, and the season of ripening extended by at least a full month.

The great call for Royal Ann by canneries and Maraschino people has stimulated the planting of this variety, until today it is far in the lead of all other kinds, and with the building of new canning plants in all portions of the Northwest a still greater demand for this sort may be expected and should be anticipated by largely increased plantings. The Royal Ann is also a good shipper, bringing good prices in Eastern

markets, indicating a strong demand for the fruit in this condition.

It is a singular coincidence that all but one of our leading commercial varieties are of local origin; the birthplace of Black Republican, Bing and Lambert being Oregon, while the Centennial comes to us from California.

There are other desirable sorts which have originated on this coast, such as Deacon, Hoskin and Windsor, which, though valuable sorts, have so far received less recognition from commercial orchardists. There is still room, however, for more new varieties of merit, and the early and late season might and probably will be extended by the introduction of sorts that will make it possible to ship cherries from the middle of June to the last of September or the middle of October.



I would like to say about the gummosis, that in all irrigated districts it is largely caused by too much irrigation. Where the land never gets too much water the trees never have the gummosis at all and still bear a good crop.

#### Discussion Following Article

Mr. Harvey: Would some one tell us what that gummosis is?

Chairman: It is a gummy substance, which is black and oozes from the bark of the tree, and will kill the tree eventually. I bought a place on which I planted ..... and on that was a grove of old trees. The cherry tree seemed healthy and not troubled with gummosis and we had a good lot of

bark expand and the bands run round the tree; and in some cases this relieves the tree, where they are or appear to be bark-bound. Our trees in Southern Washington are very subject to this gummosis.

Mr. Johnston: In the paper just read, he said the sour cherries are worthless. But I differ, because canneries, jam factories and such people are all after these cherries. I think they are hard to beat. One great advantage I see in the sour cherry is that they ripen very quickly and have a small stone, which is a great saving.

Mr. Jelly: As an Old Country cherry grower, I have not seen since I have been in this country what I call a cherry tree. By that I mean to say that there

phur. Now I say I can remove the gummosis. I take and cut the bark out from around the hole where the gummosis comes from and I take an oil can and put in kerosene and then wipe with a rag and stop with wax.

Now with regard to cultivation; I have nine trees and I have cultivated them for nine years, and they have no gummosis. And I have a brother who has ten or twelve acres of cherry trees and he cultivates them all the year through. I find you need an even temperature and even cultivation, and in semi-arid districts that if you have not water flowing over the ground you won't have good cherries.

Mr. Sharpe: I have probably three hundred cherry trees. I have not had



AVENUE OF TEN-YEAR-OLD ROYAL ANN CHERRIES, FAIRVIEW ORCHARDS, R. H. WEBER, OWNER

cherries on it. Then I irrigated it and after that gummosis appeared on the tree. And I believe that the over-irrigation will cause this gummosis to appear. Over-cultivation is a result.

Q. This is something new to me; you say it is a bad disease. Are we to assume that gum oozing from a tree is dangerous? My experience with cherry trees is that you cannot go far but what you will find some gum.

Prof. Thornber: I have come to the conclusion that this gummosis is not a disease, but simply a result of some injury or some unsuitable condition. We have some trees in our own orchard on fully drained land and we have some on water-logged land, and have the same trouble in both cases. Now if you have a tree that is going to die anyway, you may as well experiment. We take all the gummosis from the tree and, in cases of the young trees, slit the bark down from two to three or five slits round the tree, and in doing this you will find the

the cherry trees are large; more than 200 years old. There the growers slit the bark when they are hide-bound. They slit it when the tree is young, and you get a very much better tree; and if this is not done there the tree has a tendency to the gummosis, which I don't consider a disease; it simply oozes on account of the tree not having sufficient freedom.

Q. I would like to have some information about the shipping of these cherries, as with us we find that we lose quite a good many in transportation. We tried in a small way the using of a carton; one-pound packages—eight fill a ten-pound box. But for some reason or other our shipments in Montana arrive in bad condition. Our shippers say that they had not sufficient ventilation.

Mr. Mason: I think we will all agree that the gummosis is a disease of the sap. Now let us look at it practically in regard to slitting the bark. I remember hearing a man say at a meeting that he bored a hole in the tree and put in sul-

gummosis enough in my orchard to fill your two hands. I have practiced the splitting. Now I will say that if you have got a sweet cherry tree that is making vigorous growth, you take a knife and cut a thin split in the bark, and if you don't do that you will hear it crack. Now this is caused by undue pressure, and I have done this and I have no gummosis at all. I may say that I find that the cherry tree is one that does well in graft. If you come to my place you will find trees that have been split every year. In the course of years there are some slits that have expanded. It is no disfigurement. I don't say that it is a remedy, but I say of the gummosis I have had in these years, I could hold it in my hands.

The soil is sandy loam underlaid with gravel, and we get about sixty inches of rainfall.

Mr. Newell: You should slit the tree in the spring before it begins to grow.



Now there is good scientific reason for that action, because the sap begins to start very rapidly and the bark does not give fast enough, and it will tend to go into the wood instead of out on the bark.

Q. This paper tells us that the bordeaux mixture and lime-sulphur spray kills the eggs of the brown aphid, and we were told the eggs of the green aphid were a little difficult to destroy.

Mr. Barelay: While speaking of the gummosis business I would like to say I superintended Mr. F. R. Stewart's orchard at Central Park, and some three

pounds to a gallon of water. I have found that also effective in checking this gummosis.

Mr. Johnston: One of the speakers said he had never seen a cherry tree in British Columbia. I have crossed the Atlantic twenty times and I have not seen a cherry tree out of Canada that would compare with ours. I have tried everything. I have tried the slitting and all the rest of it, and I have a cherry tree which is now fourteen years old and for the past three years has not been cultivated; it has never been slit and it has averaged seventy-two dollars every year.

them were going to Mexico, New York and other places. I know the owner and I asked him what success he had with shipping them so far. I think he said about sixteen per cent loss with those going to Mexico. At the Buffalo Exhibition we had Lamberts there which measured one and one-half inches in circumference. It cooks well, and is splendid for canning. If you want to plant a succession of cherries, you can plant Bings and Lamberts, so that you can gather your Bings and afterwards your Lamberts.

Mr. Harvey: I may say that I shipped cherries to England and they shipped splendidly; they were the Bing.

Chairman: Yes, it is an English cherry. The Bing will go round the world. It got its name from a Chinaman who was employed in an orchard.

Prof. Thornber: The Olivette is one of the best sour cherries that we grow. It is juicy, its flesh is not solid, and yet solid for the size. I place it first for sour cherries. It is very much larger than the Morilla.

Mr. Layritz: It is much larger than the Morilla, it has a very fine flavor; it is crisp to eat and there is no cherry we have that will beat it in regard to shipping qualities; and the tree is entirely free from gummosis. The Olivette we can grow with good profit.

Prof. Thornber: I would like to say that the Olivette ripens with us in August, but on Thanksgiving day I picked a box of them. I did the same thing with six other varieties.

Mr. Mason: I want to ask this question: Why is it that sour cherries do not gum and sweet do? I have a Kentish cherry.

Prof. Thornber: A few of our sour cherries do gum, but I have never seen any aphid on our sour cherries. It is better than the Richmond. The Olivette will compare well with any other.

Mr. Layritz: The Olivette ships better than any other.

Mr. Hamilton: We have a sour seedling cherry on Salt Spring Island of a dark amber color; comes to maturity in September and is marketable in October.

Mr. Scott: I thought this was a wonderful tree, shipping so late. My cherries were ready two months before Mr. Hamilton's, and I am sure it is situation that makes the difference, as my trees came from the same place, but my cherries are ripe first.

Chairman: The Lambert, which I consider the most valuable, was originated by Mr. Lambert of Milwaukee. I got this from the gentleman of that name himself. He had a cherry tree on his place, but the top blew off above where it was grafted and this is no doubt how the cherry tree of the name originated.

A Delegate: I would like to know if there have been any experiments made with a spray made of the No. 1 spray and the bordeaux mixture put together. On the Coast we are subject to this bark disease and we are using the double strength bordeaux. I might say that last spring I tried some experiments, and instead of using salt I boiled my sulphur with the lime and added five pounds of the best Portland cement, and found that that made the spray adhere to the trees. Twenty-five pounds of sulphur, twenty-five pounds of lime and twenty-five pounds of Portland cement. From my observations I found it adhering to the trees better than using the salt.

Chairman: Professor Henderson uses the combination wash and bordeaux mixed in spraying his trees.



FIRST ANNUAL CHERRY FAIR AT THE DALLES, OREGON. A FEW OF THE MAGNIFICENT SILVER CUPS. IN ADDITION \$350 CASH PRIZES, MAKING A TOTAL OF 32 PRIZES

years ago he was talking to Mr. Sharpe and he told him to try the splitting business, and he did at this time of the year and he made the slits too deep. I said to him, I don't think I would do that just now, and he quit it, and went over all the trees in the orchard in the spring, and I found the process very successful, and I also do something like what Mr. Mason was talking about. I scrape out all the gummosis, but instead of taking coal oil I take bluestone at the rate of two

I have never seen a tree in England or France to compare with it. In a very arid country I think irrigation would be necessary. Under these conditions I think cultivation should not be adopted. I am simply talking from experience of this one cherry tree.

Chairman: Now some one said the sour cherries are worthless. There is a cherry orchard in Hood River that produces about twenty tons of cherries a year. They were the Lamberts; some of



## SOME ASHLAND, OREGON, ROYAL ANN CHERRIES

**M**R. T. F. SMITH, of Ashland, Oregon, not only raised this year as fine Royal Ann cherries as were ever put on the market, but obtained the top price for all of his pack. From thirty-six five-year-old Royal Ann cherry trees he obtained two and one-half ten-pound boxes, or twenty-five pounds of cherries to the tree. These were expressed to Los Angeles, California, where they were marketed at \$1.50 per box, or fifteen cents per pound, netting Mr. Smith \$1.10 per box at Ashland, averaging \$2.75 per tree. The following quotation from corre-

been made to Los Angeles, which have brought fifteen cents per pound there."

The conclusion that we are warranted in arriving at is this: If we can raise in Oregon a cherry of such quality, size and

flavor that the highest market price is paid for the same in any city of Southern California, we are warranted in planting cherries in Oregon for the California market.

### DESCRIPTION AND CULTIVATION OF CHERRIES

Continued from page 10

the tree becoming what we term "bark-bound." The bark of a cherry tree is very similar in structure to that of a birch, and instead of cracking longitudinally like an apple or peach it is very tough and splits horizontally, thus preventing rapid

We have a long list of varieties of cherries that do well in our state. And the question is no longer what will grow but which will be best. By a little careful selection of varieties it is possible to cover the season from June 10 to Novem-



A LIMB OF ROYAL ANN CHERRIES GROWN AT ASHLAND, OREGON. ILLUSTRATION BY COURTESY OF HARRY SILVER, ASHLAND

spondence of the Klein Fruit Company tells how the cherries were received at Los Angeles: "Cherries received; stock and pack fine; sold one-fifty box." "We do not think you have overestimated your stock nor your ability to pack them, for they are certainly as fine and as well packed as anything we have ever seen."

We also quote from a published article on Ashland's cherry prospect by Charles H. Pierce of the Ashland cannery: "This is the second year in succession that cherries of the choice varieties have brought extra fancy prices at Ashland, and both years numerous express shipments, particularly of Royal Anns, have

expansion of the inner bark wood. It has been found very helpful to remove this so-called "bark-bound" condition by scraping, washing with strong lye water or by making three or four perpendicular cuts in the bark just through the outer bark for the full length of the stem. These cuts should be made early in June and must not be deep or the cure is worse than the remedy. The gummed patches must be cut away and the affected place washed with bordeaux mixture and afterwards painted with lead paint. Usually after a short time the injured place will heal over and the tree recover.

ber or even December with fresh cherries from the orchard.

The sweet commercial varieties are limited to a few well known sorts, and are readily divided into the soft and the firm. The soft varieties are well represented by the Elton, Governor Wood, Heart, and a few other sorts. These are usually good croppers, mature and ripen early, but are too soft for long shipments. The firm ones are ably represented by the Bing, Lambert, Royal Ann, Black Republican and Hoskins. These are all splendid yielders and good shippers, with possibly the exception of the Royal Ann.



# CHERRY GROWING ON THE WESTERN COAST

**C**HERRY growing on the Pacific Coast has now its particular festal occasion. It is the Oregon Cherry Fair.

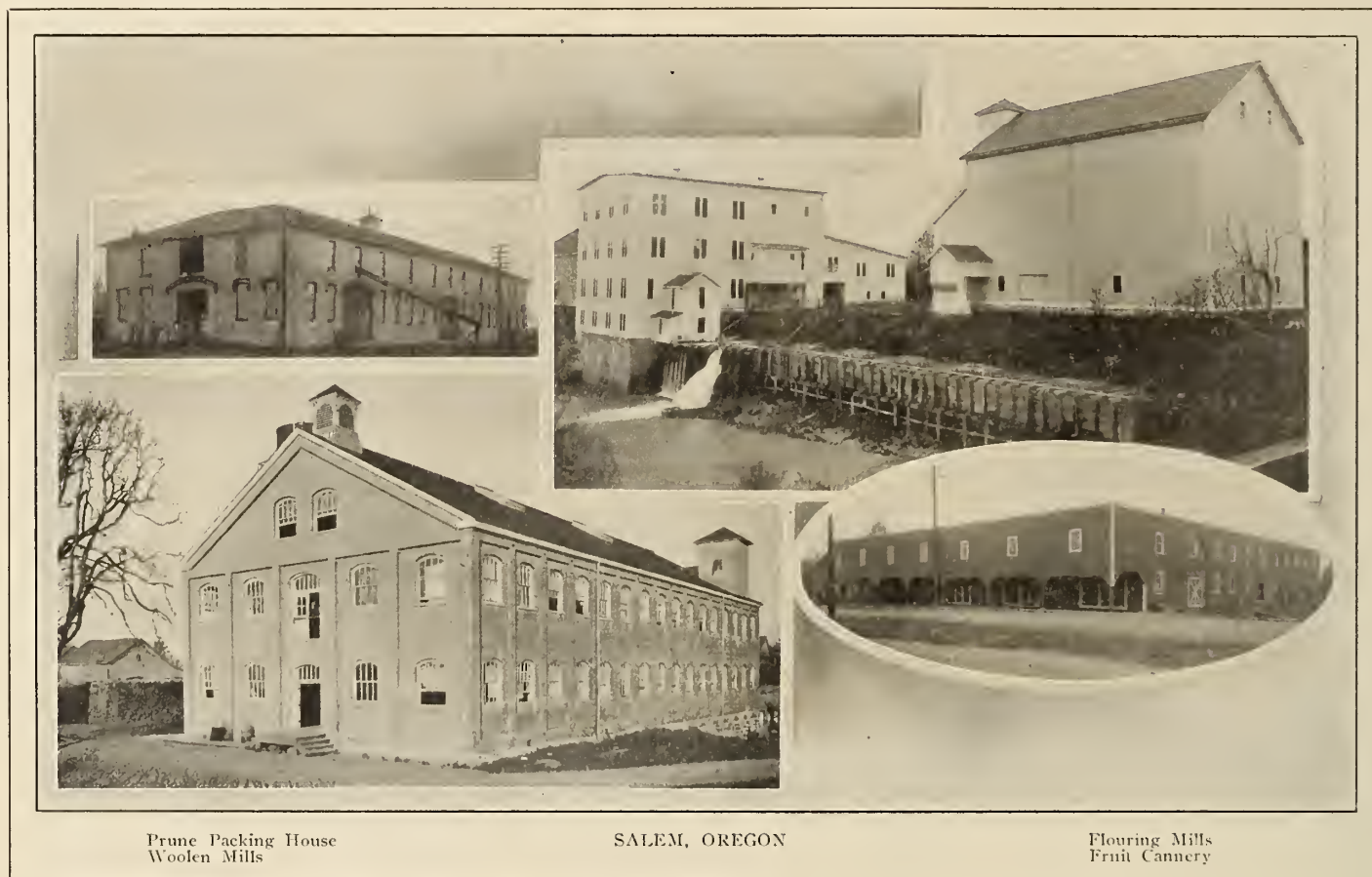
The above two sentences are taken from the concluding paragraph of an article on cherry growing which appears in last week's issue of the Pacific Rural Press of San Francisco, and that particular festal occasion is the annual cherry fair at Salem, the next one to be held during the second week of July.

Cherry growing in the western part of Oregon will surely assume large proportions before many years, for the reason that the fruit grows to superior average size in this particular section

this coast crossed the plains with a wagonload of little trees set in earth in a wagon-box, watering them as streams were crossed and keeping them alive and growing en route quite as well as they expected to. But when almost at their destination in western Oregon and climbing a steep hill with their outfit, the tailboard of the wagon gave out, and trees and earth slid to the ground in a great mix-up. The trees were put back as well as possible, but it was not possible to get all the trees in exactly the places they occupied before and opposite their names, which had been written upon the side of the wagon-box. Thus

can. To eat as it grows Royal Ann is not delicious, it is too hard and cold a beauty; but, having been processed in the can and lying afterwards in cut glass in a clear syrup, its pallid beauty is charming and its flavor adequate. Though there are other white cherries which are rivals for canners' favor, none has yet displaced 'Napoleon-Ann.'

"Favor is, however, rather a fickle thing in cherries, as elsewhere. When the supply of red and black cherries is a little above the fresh eating and shipping demand, the price may fall below cost of picking and packing, because canners can use but few of them. When



Prune Packing House  
Woolen Mills

SALEM, OREGON

Flouring Mills  
Fruit Cannery

of the Pacific Coast country, which, as the California paper says, is clearly a great cherry country. Thousands of acres of land have been planted to cherry trees during the past few years, and the principal variety is the Royal Ann, or Napoleon Bigarreau, which is considered to be the queen of commercial cherries of the Pacific Coast. The article referred to as appearing in the California paper is interesting to both the grower and consumer of cherries, and the Statesman believes a portion of it worthy of reprinting here. It follows:

"The Royal Ann. She is not a legitimate queen, pomologically speaking, in fact, the name does not appear in the lists of cherry royalties except upon this coast and in newer regions of the earth which have drawn names from our coast. For this cherry, reversing the course of favors among men, fell into royalty and not from it. It was in this way, as the story goes: The pioneer introducers of grafted fruit trees upon

it came about that though the trees grew well and were successfully transplanted from their tourist berths to Oregon soil, their names were lost. One cherry showed peculiar value, but it had been disconnected from its name. Pioneer gallantry concluded that so good a thing must be a lady, and so they called it 'Royal Ann.' After a time, of course, the identity of the variety was determined by comparison with later introductions which had brought their proper names with them, and though for forty years it has been known that Royal Ann is Napoleon Bigarreau, the real Napoleon of cherry finance on this coast is still masking in petticoats as Royal Ann, and probably always will, for she holds the throne on this coast, than which there is no greater sweet cherry territory in the world.

"Royal Ann reigns by virtue of commercial suitability. There are two great lines of cherry suitability: cherries to eat as they grow, and cherries to eat from a cut glass dish filled from a tin

the canners are keen the prices of their favorites may go to twice the current prices of the dark varieties; when the canners are shy, the situation may be exactly reversed and Royal Ann may drop to half the price of the best blacks, for though Royal Ann goes for shipping, it has such a small local eating demand that depression owing to canners' attitude cannot be cured. Last week this condition prevailed: the blacks were fifty per cent ahead of the whites. This may be reversed even before the present season ends, although there is, of course, a chance that the passion for planting Royal Ann during the last few years may have gone too far. This has been the way with cherries for the last thirty years and until the canning demand became great and regular, a decade or so ago, grafting of old trees back and forth, from black to white and white to black, was freely indulged in. Fortunately, the cherry takes very kindly to top grafting."



# SALEM, THE CAPITAL OF THE STATE OF OREGON

**T**HIS article is not intended as a review of the attractions of Salem for those who are not familiar with Oregon's capital city, but a suggestion as to its future, based upon certain great fundamental conditions which obtain. It must always be a factor in the growth of this city that it holds certain relations to the Pacific Coast, to the Pacific Northwest, to the state of which it is the capital and to the Wil-

also destined to be the great orchard region of the state.

This is the setting of the capital city, and its future is linked with a great region that is at once a wonderland both in climate and natural resources. It will have its own story to tell of growth and power within what diplomats would call "the sphere of influence," and will share in the prosperity which is coming with almost bewildering rapidity.

Willamette River, in the heart of one of the greatest valleys of the world and in a climate which is full of charm, a city of importance. Not great in numbers, it will draw to itself wealth and culture, will be made beautiful by art and education as it is by nature, and will be exceptional in its character as it is in its environment and its tributary industries.

A fuller study of the promises and opportunities of Salem is most interest-



MANY VARIETIES OF FRUIT GROWN AT SALEM, OREGON. CUT SHOWS CHERRIES, PRUNES, STRAWBERRIES, GRAPES, ETC.

lamette Valley. The casual reader will not at first see the force of this because he does not appreciate the elements which are making this Western gem of the continent and which are destined to make it great and populous.

1. The Pacific Coast is unique in its climate. It is to the rest of the continent what the Mediterranean shores are to Northern Europe. As compared with the Atlantic seaboard it is the best part of the continent. In climate, in productions, in those resources which make one region a store house for half the world, in the resources which are convertible into wealth, this coast is the best part of the United States.

2. Western Oregon is one of the best portions of our great state and of the Pacific Northwest. It will draw to itself a great population, and the growth will be natural, legitimate, based upon resources and attractions and not "promoted."

3. The Willamette Valley is the best part of Western Oregon. It is the great agricultural heart of the state, as it is

Climate will make here an attractive city. Look at the map. See where Salem's parallel of latitude touches New Hampshire. Trace it across Europe and see where it crosses southern France and Italy; then recall that here is not only the climate of the Mediterranean in its mildness, but the causes which produce that climate.

Orchards and gardens, a vast range of production which includes the fruits for which Europe is already reaching across the Atlantic and across the American continent, will make Salem an attractive city. Without the semi-tropical fruits of other regions, it will be set in foliage of as many kinds as Damascus is, and its environment will make it a city of homes.

Salem will have about it the most fascinating of all the home-building industries, the farm, the orchard and the herd. Civilization began with the home and these industries are the bottom ones of society and are abiding.

Now, these are the conditions which are making this city on the banks of the

ing. The climate, the productions of the region, the attractions of the countryside, the low price of lands, the remarkable returns of orchards and of all small fruits and of nuts, are subjects upon which a most fascinating book could be written.

## THE WILLAMETTE VALLEY

Physically, the State of Oregon is divided into three sections—Eastern, Southern and Western. But since this booklet is designed to show the existing conditions, resources and possibilities of the Willamette Valley, one of the richest sections in America, the reader's attention will be directed to Western Oregon, in which the valley is located.

This valley, which cannot be surpassed for healthfulness, beauty of scenery, salubrity of climate and productiveness of soil, lies between the Cascade and Coast ranges of mountains, with an average width of over sixty miles and one hundred and fifty miles in length.

The Willamette River runs northward through the valley and receives the



waters of many tributary streams. These streams are fed by the melting snows of the mountain ranges on the east and west, affording an abundant supply of pure, cold water of such sparkling clearness that trout and other fish, which abound in these waters, may be seen at a depth of twelve or fifteen feet below the surface. The greater portion of the valley is sufficiently rolling to afford excellent drainage.

The soil is a rich, dark loam with a subsoil of clay, and all authorities agree that there is not another valley in the world that can surpass, and few equal, it for general agricultural purposes. In fact, experiment and practical demonstration have proven that almost any kind of fruit, cereal or vegetable known to the temperate zone will thrive and produce to perfection in this valley.

To encourage the settlement of Oregon, Congress in the fifties passed the Donation Land Claim Act, giving to each settler 320 acres, so that a man and his wife could take up 640 acres. These tracts are now being subdivided into smaller farms of from ten acres upward, thus affording the newcomer an opportunity to acquire a farm of nearly any size at reasonable cost.

The climate of the Willamette Valley is most equable and pleasant, never reaching the extremes of heat or cold. Snow rarely falls, and lightning and destructive windstorms are practically unknown. The rainfall, which comes late in the fall and during the winter, averages forty-four inches per year, and the temperature ranges on the average from sixty-six degrees in the summer to forty-two in the winter, with a mean yearly average of fifty-two degrees.

#### THE CHERRY CITY

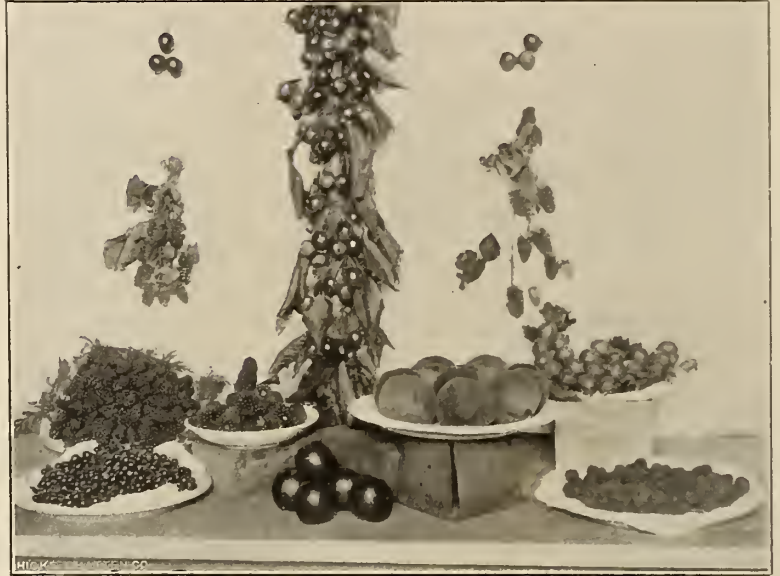
Among the many excellent fruits grown in the vicinity of Salem none are finer than the cherry. That Oregon, and the Willamette Valley in particular, is especially adapted to growing this fruit, is proven by the size, flavor and beauty of our cherries, and also from the fact that most of the largest and best black shipping varieties originated here, viz., Lambert, Bing, Hoskin, Black Republican and others, and it is only in the white canning cherries, Napoleon Bigarreau, or what we call the Royal Ann, that any introduced vari-

eties equal those originated in Oregon. While Oregon as a whole is noted for its cherries, the numbers and excellent qualities of those grown in the vicinity of Salem have given it the name of "The Cherry City." The title was bestowed by unanimous vote of the Pacific Coast Nurserymen's Association, which met in Salem during the last cherry fair, and the right of Salem to bear the name stands undisputed by any who have visited us during the cherry season. Mr. Enos

Mr. B. I. Ferguson, another fruit grower, in Polk county, across the Willamette River from Salem, gathered and sold from 143 Royal Ann trees this year \$1,400 worth of cherries (14 tons). Mr. Ferguson's trees are fifteen years old. He cleared above all expenses about \$1,000 off one and one-fourth acres.

Mr. I. W. Delap sold from eleven Royal Ann trees \$130 worth of cherries.

The Salem Mutual Canning Company bought from the local fruit growers



DISPLAY AT THE CHERRY FAIR, SALEM OREGON

Presnall harvested from five hundred and twenty-five Royal Ann trees, being five acres in all, 34,000 pounds, selling at five cents per pound, amounting to \$1,700. Mr. Presnall paid for this orchard in the early spring \$1,500, and it cost him about \$350 to harvest this crop.

during the season of 1907 over 400,000 pounds of Royal Ann cherries alone, and other varieties amounting to nearly as much. Another company bought 127,169 pounds of Royal Anns and 50,881 of other varieties.

Mr. D. A. White sold from one single tree 800 pounds at five cents per pound.

Mr. C. J. Anderson picked from one tree 600 pounds, and from six he sold 3,100 pounds at five cents per pound. Andrew Vercler cleared above all expenses, from two acres of cherries, \$700.

#### The Annual Cherry Fair

At Salem has become a permanent event among the great gatherings of the Cherry City. In 1906 the Cherry Fair was the occasion of a large convention of fruit growers under the auspices of the State Board of Horticulture. In 1907 the Pacific Coast Nurserymen's Association held its sessions here in order to get the benefit of this most unique fruit exhibition on our coast. In 1908 it is expected to hold in connection with the Cherry Fair a grand floral fiesta, in which the wonderful possibilities of the sweet pea, Salem's floral emblem, will be demonstrated. The attention of cherry producers, buyers and consumers all over the country is attracted, and the magnificent appearance and quality of this luscious fruit proves beyond question that Salem is pre-eminently the Cherry City of the world.

#### OREGON FRUITS

##### Prunes

Of the wide variety of deciduous fruits that are grown in the Willamette Valley, the prune is, perhaps, the leader of all from a commercial point of view, and is the source of great income to the grower who gives proper attention to its culture.

There are three principal varieties of this fruit—the Italian, French or Petite, and the Silver. All yield splendid results, but the one which is distinctly an Oregon, and one might say, a Willamette Valley prune, is the Italian, which is produced to greater perfection in size, flavor and quality than in its native clime, "Sunny Italy." The Italian or Oregon prune is a fine large fruit of the plum family, and of delicious flavor,



PEAR PICKERS AT WORK NEAR SALEM, OREGON



weighing when ripe about ten to fourteen prunes to the pound. The usual manner of preserving this fruit is by artificial evaporation. There is no more wholesome fruit canned than these prunes, and great quantities are shipped green from some districts.

Two hundred to two hundred and fifty bushels per acre is considered a fair yield for these prunes from the older orchards, and one hundred and fifty bushels of green fruit will make a ton

shipping fruit. The principal shipping varieties, all of which yield abundantly, are the Peach Plum, Bradshaw, Golden Drop, Green Gage, Blue Damson, Washington, etc., and all meet with a hearty welcome in the Eastern markets.

#### Peaches.

Although as yet the growing of peaches has not been entered into on an extensive scale, there are some large orchards in the vicinity of Salem which yield splendid returns to the owners. The trees put forth a thrifty and luxurious growth and produce a quality of fruit which for local consumption, canning and shipping can not be excelled. There is a great and growing demand for valley peaches of all commercial varieties and a ready market for all that can be produced. There is good profit in peach culture and the acreage is being steadily increased.

#### Pears

While almost every variety of pears will grow to a high state of perfection in this part of the valley, the leading commercial varieties are the Bartlett, Fall Butter and Winter Nellis. The Bartlett tree grows to great size and yields an abundant and certain crop of a quality of fruit that is in great demand in the

markets of the United States, and is the source of great and gratifying revenue to the industrious and enterprising farmer.

Mr. L. T. Reynolds picked from five acres of Bartlett pears in 1906 forty-five tons, and in 1907 twenty-five tons, which he sold at \$40 per ton.

The Wallace orchard, near Salem, in 1907 raised nine thousand boxes of pears on seventy acres and sold them for \$15,000.

#### Apples

Next to the prune in point of importance in the fruit industry in the Willamette Valley is the apple. Fifty years ago the red apples of Oregon were famed all over the coast for their beauty, size and flavor, and today Oregon apples are acknowledged as having no superior in the world. They are found in the markets of London, Hamburg, Paris, Hong Kong and every other city where the educated palate of the consumer demands the best that are grown.

All of the standard varieties of choice shipping apples are grown in this valley and are shipped by carloads, boxed, to the Eastern markets, where they meet with an unlimited demand,

selling readily at from \$2.50 to \$5.00 per box of one bushel. The lower grades of the fruit are sold in the local market and command good prices. There are fortunes being made and to be made in apple culture in the Willamette Valley, and Salem is situated in the center of a district that has no superior for apple growing.

In 1906 the Wallace orchard harvested 15,000 boxes from forty-five acres, or an average of 333 boxes to the acre, which sold at fancy prices.

#### Raspberries.

Although raspberries, both black and red, are grown quite extensively in the valley, and, like other small fruits, the yield of berries of splendid quality is profuse, there never has been a time when the supply was equal to the demand. The prices paid for this wholesome and delicious table delicacy net a satisfactory profit to the producer, and the steady increase in demand for this berry has more than warranted the annual growth in acreage devoted to its culture.

#### Loganberries and Others.

The same conditions exist regarding blackberries, gooseberries, currants and other small fruits, all of which thrive well and yield satisfactory returns. By no means the least in the category of berries come the Burbank Phenomenal berry and the loganberry, the latest and most valuable products of hybridizing study and experiment that have been realized by Luther Burbank. The former is a cross between the California dewberry and the Cuthbert raspberry, while the latter is a cross between the Aughinbaugh dewberry and a species of the raspberry family resembling the Red Antwerp. The Burbank Phenomenal is grown very extensively in the Willamette Valley and all experiments have

Continued on page 32



NOVEMBER ROSES GROWN IN OPEN AIR AT SALEM, OREGON

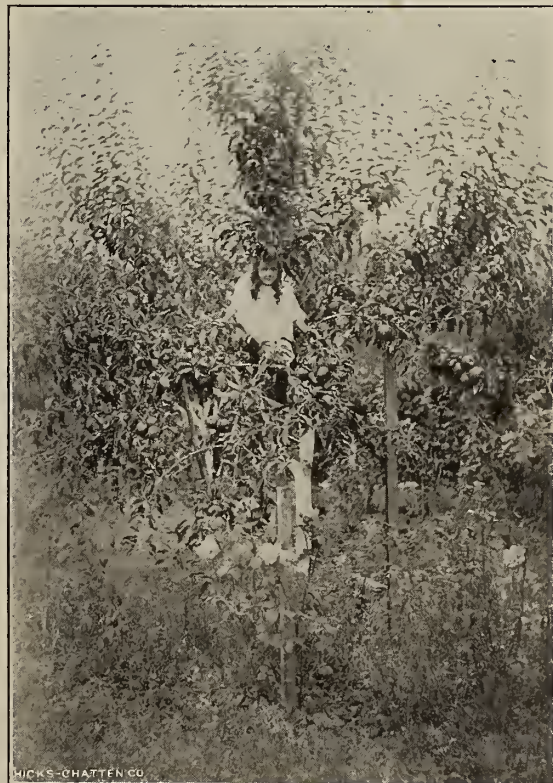
of the cured product, which is worth from \$80 to \$100, according to grade, depending upon size and quality. Cost of cultivation does not exceed the cost of producing a crop of grain.

Prune harvest begins about the middle of September and continues thirty days. It is all done by hand, and gives employment to thousands of families. After being dipped in boiling water, rinsed in cold water and spread upon trays, the fruit goes into dryers of from one hundred to one hundred and fifty bushels capacity, where it is evaporated by artificial heat, requiring from thirty to forty hours per kiln. The cured fruit is then hauled from the dryer to large packing establishments, where it is graded as to size, thoroughly cleansed and sterilized by live steam, after which it is packed in paper lined boxes of different sizes.

The Oregon prune, through careful handling and judicious advertising, has gained a world-wide reputation, and the demand is far in excess of the supply. The valley produces hundreds of carloads of prunes per year, and Salem is in the heart of one of the best prune districts in the world.

#### Plums.

Almost every known variety of the plum family can be and is grown in the Willamette Valley and attains the height of perfection in every quality requisite to a first-class eating, preserving and



OREGON FRUITS, FLOWERS AND FAIRIES AT SALEM OREGON



# THE FRUIT INDUSTRY OF EUGENE, LANE COUNTY

BY W. G. ALLEN, OF THE ALLEN FRUIT COMPANY, EUGENE

**T**HE reason that certain fruits do well in certain localities and do not in others is sometimes hard to tell; in fact, it is more often the case that we do not know why than the reason that they do, but it is a fact that nature has made certain places that are adapted to certain varieties of fruit. In these localities or districts nature has prepared it for certain fruits.

Lane County can certainly grow cherries, and nature has certainly placed the conditions here so that they reach perfection. The climate, the soil, the season

never gets a crop. These conditions exist in almost every fruit-growing section and will always exist.

It may be a matter of chance that the oldest cherry tree in the state is located in Eugene, and this will give an idea of how the trees will grow.

The purpose of this article is to take up cherry growing more on a commercial basis than to treat it as an exploitation article. We are all more or less familiar with different kinds of trees, all bearing fruit in abundance, that are called dooryard trees, and some of us

to absence of rain in blooming time and in more orchards being cross-pollinated or mixed with other varieties, which is the same. It has been found that the Royal Ann, while largely self-sterile, is made fertile by almost any other cherry that blooms at the same time. So near did most of the cherries come out together in Eugene this year that we know of some Royal Ann trees that were planted among some Late Duke trees, that were fairly well loaded with fruit, but have never before borne fruit in any quantity. It is well in looking for cher-



SOME LANE COUNTY CHERRIES. EUGENE, OREGON, JUNE 26, 1908

ries to pollinate the Royal Anns to get some variety that is sure to bloom at the same time in all seasons. The Black Republican generally blooms a little too early, and the Lambert a little too late. The orchards that are bearing the best in the vicinity of Eugene are the orchards that are mixed with Governor Woods and a cherry we call Waterhouse. This cherry is almost the same as the Royal Ann, but has a little more pointed shape and quite a little longer stem than the true Royal Ann. It has always bloomed the same time and is a good grower and fruits at the same time as the Royal Ann, but is probably

all seem to combine to make a perfect cherry, and while we do not know why, yet there exists something that causes this fruit to reach perfection. As yet we do not know much about the scientific knowledge of raising fruit, and most sections that are the farthest advanced are just beginning to realize that to make a success of fruit raising it is not like "Topsy," just grewed up, but has to be raised.

It is not a matter of chance that a person can produce ten thousand pounds of Royal Ann cherries from three-quarters of an acre, where three years before the orchard was practically ruined with San Jose scale, as proven by John Thrasher of Eugene. It is not a matter of chance when cherry trees that are fifteen years old, and have never borne enough cherries to pay for picking, have in one year been made to bear five hundred pounds of cherries. Neither is it a matter of chance that big crops are taken from the orchard of one fruit grower every year while his neighbor

know that trees planted in the orchard do not act like our dooryard trees. The trees that have borne full of fruit in the yard have not proven profitable bearers in the orchard. This has proven to be the case in many orchards in the neighborhood around Eugene, and it has oftentimes been very discouraging to have an orchard that has been carefully kept in perfect condition, only to find out at the end of seven or eight years that the orchards will not produce fruit in paying quantities. Several of these orchardists who have wanted a fine orchard of Royal Anns were obliged to cut out all the seedling trees in the orchard, and then complained that the frost got their crop the next year, whether there had been much frost or not. Eugene had about as heavy a frost on the night of April 24 this year as we have seen for a good many years, and yet our cherry crop is as large if not larger than ever before. This heavy crop is due, not in all cases but in most cases,

not quite so good a cherry for commercial purposes. This cherry is a strong pollinator and is perhaps the best cherry for that purpose which is grown here. The worst pest that the cherry grower has to contend with is gummosis and San Jose scale. The latter can very easily be controlled with the lime and sulphur spray, but the cure for the other is much more difficult. However, in orchards that are well taken care of and well cultivated in this section we do not have much trouble with gummosis, except where the tree has had some injury. It is almost sure to follow a bad case of infestation with San Jose scale, but is not serious otherwise.

The marketing of the cherry crop in Eugene marks a period of strenuous work for all that are connected with the business. The picking usually lasts a little over two weeks. As most of the cherries are handled at the cannery, it requires a lot of work to take care of them as fast as they are picked. Sometimes over twenty-five tons per day are



disposed of, packed in cans or put up in barrels for Maraschino trade. The cannery handled last year two hundred and twenty tons of Royal Ann cherries in about two weeks, and gave employment to about one hundred and twenty-five men and women, paying out over \$1,000 per day for the season.

#### Strawberries

With the adoption of modern methods in handling the strawberry crop has come increased returns, and the production of strawberries promises to increase with each season. The cuts herein shown will speak louder than words as to what can be done and is being done in the pack of strawberries. The fresh market is increasing each year and the cannery is able to take care of all the berries in event of oversupply in the fresh markets, thus insuring a market that is profitable in any event, and the production of good berries of the canning varieties is always in demand. The varieties raised are mostly Wilson and Clark Seedling, while a few other varieties are raised for fresh trade.

#### Walnuts

The success that has attended the growth of the walnut industry in this part of the valley has placed so much confidence in the business that there is a large acreage being planted to walnuts, and this promises to be a very large industry in the future. It has been claimed by a good many people that the walnut will not come into bearing until the trees are quite old, but this is not the case with the grafted trees that are being planted here. On a good many trees, in fact, nearly all the trees that have been set this spring, the nuts are setting this year, and while it is not best to allow these trees to bear any nuts the first year, it shows the tendency of the walnut to bear as young as any other fruit tree, and there is very little doubt that the walnut will product nuts in paying quantities about as soon as the apple will. There are two good bearing orchards close to Eugene that are proving beyond doubt the future of the industry. These orchards are producing every year a nice crop of nuts that are in great demand on the markets. The bench lands or second bottom lands of the upper valley are almost the same as the hill lands of the lower valley, and almost without exception the walnut is doing fine also on the sandy loam of the river bottom. Where the land is well drained the walnut grows to perfection.

## CHERRY GROWING AN IMPORTANT INDUSTRY TO THE FAMOUS DISTRICT OF COVE, OREGON

FROM eight to fourteen years ago about ten thousand Royal Ann, Bing, Black Republican, Oregon and Lambert cherry trees were planted here, the two first named varieties constituting about sixty-five per cent of the total. Prior to the time mentioned Cove had perhaps two hundred Royal Ann and Black Republican trees in full bearing, planted thirty to forty years ago. Of recent years the Republican is not being planted and the Lambert is taking

Having used great pains for many years to put out a fancy pack, we have secured the satisfaction of general appreciation of our efforts in that line, and on an average have obtained very satisfactory results as to prices.

Our ripening season generally begins about July 10 and lasts for thirty days. This year, however, we are nearly a week later than usual.

There have been a good many cherries planted every year, and with a full



LANE COUNTY STRAWBERRIES, "SO BIG THEY KEEP ROLLING OFF." POSED BY A LITTLE EUGENE GIRL (RIKA HARTOG). EUGENE, OREGON. JUNE 24, 1908

a leading place, although the Royal Ann for canning purposes is the most valuable.

This locality has proven exceedingly favored for good crops of cherries, as only four or five partial failures are on record for thirty years, while real bumper crops have been numerous.

Wherever exhibited our cherries have invariably taken the highest awards, and according to the quantity sent our exhibitors have received gold, silver and bronze medals, Stackland Bros. obtaining gold medals both at the St. Louis and Portland expositions.

With the above satisfactory experience as to the quality and crops here, our people realize that the cherry is and should be our leading and strong point in fruit production.

Our annual output is rapidly increasing and this year we figure on between 700,000 and 1,000,000 pounds, for which we will need about 400 pickers and packers. Perhaps half of these cherries will be sent to the canneries and the balance packed for and shipped to the fresh fruit markets, most of them going by express in a local way to nearly every important market in the United States.

crop in ten years from now the yield should reach three to four million pounds.

The leading growers are, in the order named: G. W. Thomas, C. M. and G. G. Stackland, the writer, Hugo Blank, W. Murphy and A. Anderson, representing over half the total. Karl J. Stackland.



THE following is an estimate made by F. A. Huntley, state horticultural commissioner, on the number of cherry trees in the State of Washington for the year 1908:

Adams .....	100	Lewis .....	1,100
Asotin .....	25,000	Lincoln .....	2,152
Benton .....	12,361	Mason .....	1,400
Chehalis .....	141	Okanogan .....	1,199
Chelan .....	5,000	Pacific .....	400
Clallam .....	610	Pierce .....	15,950
Clarke .....	13,750	San Juan .....	2,000
Columbia .....	18,000	Skagit .....	2,000
Cowlitz .....	4,000	Skamania .....	350
Douglas .....	700	Snohomish .....	3,000
Ferry .....	800	Spokane .....	8,000
Franklin .....	500	Stevens .....	4,747
Garfield .....	9,500	Thurston .....	8,300
Island .....	8,000	Wahkiakum .....	300
Jefferson .....	9,000	Walla Walla .....	9,000
King .....	6,490	Whatcom .....	1,200
Kitsap .....	18,581	Whitman .....	19,125
Kittitas .....	150	Yakima .....	29,400
Klickitat .....	1,853		
Total .....			243,459



## EUGENE, LANE COUNTY, OREGON—TIMELY TIPS

**E**UGENE is 453 feet above sea level. How's that for high? Portland lies 123 miles north of us, and, strange to say, we are twice half that many miles south of Portland. Also just half way between Portland and the California line.

Eugene is the county seat of fertile Lane County, in the sublimely beautiful Willamette Valley. Don't call it Will-a-met. Pronounce it wrong and you'll be considered a native; thusly: Wil-la-mutt. You accentuate the "la" and swallow the "mutt." Thank you.

Send 10c for a sample copy of Nobody's Magazine.

In 1900 Eugene had 3,236, in 1905 5,000 people. Today somewhere between 9,500 and 10,000. How do we know? The census boss enumerated 2,147 school children. That's how!

Eugene "points with pride" to its military band, famous all over the state. And Eugene's people, Eugeneers, if I may so call them, have a real soft spot in their hearts for this good-looking, good-playing band. They play equally well in a theatre or in a flat.

Eugene does not have red-hot summers. The only red-hots are what you

buy on the street corners after the theatre is out. The summers are perfect.

One of our prosperous farmers, today the possessor of a splendid ranch and home, bought his place six years ago and went in debt for every cent of it. Today he is out of debt. Made it all out of the soil. No frenzied finance for him. How

they are simply enormous. Also enormously simple. You plant the trees and in a few years you suffer Bankeritis, which means: Swelling of the Bank Account.

Eugene is the coming city between Portland and San Francisco. Only out of modesty and brotherly love, Eugene



"ALL FOR ME." SOME LANE COUNTY STRAWBERRIES. EUGENE, OREGON. JUNE 24, 1908

would you like to be out of debt by 1914? You would? Then don't wait until 1909.

Lane County is justly famous for its magnificent cherries. While it is a canard that whole families dine off one cherry and then save the remainder for pie, yet

will hold back and not outstrip Portland. With population doubling every five years, what is real estate going to do? Think it over. Then act.

Eugene has a gas plant, electric light and power (we press the button, you do the rest), and a natural water-power that "works while you sleep." This progressive city recently voted \$300,000 for a municipal water plant.

Eugene offers factory sites free if you take the water power at fifteen dollars per horsepower per year. You could not beat this anywhere; at least not by a dam site. Now, could you?

Eugene has good hotels, where you are ashamed to pay so small a price for so liberal a meal. But we need at least one more. And a good one, at that. Eugene



"CHERRIES ARE RIPE." POSED BY TWO LITTLE EUGENE GIRLS. EUGENE, OREGON. JUNE 26, 1908



also has the finest club house (for a city of its size, or even of ten times its size) on the Pacific Coast. Also a larger promotion fund (per capita) than any city in the United States. Also a thoroughly systematized promotion department.

Eugene's summers average sixty-five degrees Fahrenheit, and her winters, ah, that's where you revel, her winters are

He is indeed a benefactor who makes two bungalows grow where only one grew before.

Lane County is not shy. At least not on standing timber. In fact, it has more than any other country in the United States. Only thirty-four billion feet. If these magnificent trees, many of them three hundred feet tall, were glued end to end, the stick would be long enough

ner's Butte to this day. And the city itself, in memory of that brilliant remark, named itself Eugene. History does not say whether the reservoir now on the butte was there when 'Gene discovered us, but I think not.

Eugene has a cannery which will take all the fruit you can raise. Come and live among us and help satisfy the cannery's craving. We eat all we can and

what we can't eat we can. (This joke was first cracked by either Lewis or Clark, the explorers.)

Eugene has a morning paper and an evening paper that would be a credit to a much larger city. Also a few weekly papers of "high" standing. And why not? Remember our altitude!

Eugene's excelsior factory is said to run night and day. So does the Willamette River.

Eugene has flowers blooming outdoors all winter. Roses especially. Also

snowballs. Not the kind you get back of the ear, but the kind that grow on bushes. One continual Garden of Eden.

Eugene has ten churches, mostly imposing edifices; three public schools, housed in fine buildings, a magnificent new high school, the famous University



LANE COUNTY CHERRIES. POSED BY KOUNE HARTOG. EUGENE, OREGON, JUNE 26, 1908

for the greater part like spring. Her rainfall averages thirty-eight inches. But it does not all fall in one week, like some places I wot of.

Eugene is said to have one hundred and fifty thousand acres of surrounding land in cultivation, and two hundred thousand not in cultivation. I don't guarantee this. Started to count, but it got dark.

The University of Oregon has six hundred and fifty-one students enrolled. Its rays of enlightenment and refinement penetrate throughout the length and width of the city of Eugene and far beyond.

Eugene cannot build houses fast enough to shelter the influx. Chance to make a neat turn by building some cottages for sale on easy terms.

to reach from Eugene to—heaven knows. Please figure it out and whisper it to me.

What, which or whom is Eugene named after? Why, that's easy. Eugene Skinner discovered the hill at the foot of Willamette street and said: "Ain't that a beaut?" So it was called Skin-



"ALMOST TOO BIG FOR MY MOUTH." POSED BY WINNIE STARBUCK, OF EUGENE, OREGON, JUNE 26, 1908



of Oregon, one divinity school, a Roman Catholic school, a business college, two splendid hospitals, three flourishing banks, a dear of a public library and a one hundred thousand dollar courthouse.

Between Eugene and the Pacific Ocean are countless thousands of acres of fine land, mostly in timber, which offer alluring prospects.

Eugene has beautiful stores, a splendid theatre, progressive business men, hospitality plus. "A good show town," say theatrical people. And that means: plenty of money in circulation. Come and circulate.

Ten thousand acres of land tributary to Eugene could be made to produce annually \$500 each, or \$5,000,000 in Royal Ann cherries. This would be enough to put one cherry each in 5,000,000,000 Mar-

tini cocktails. Here's how! But most of our cherries are shipped East and to Europe.

Eugene has many macadamized and some bitulithically paved streets. That terrible word is Eugenes for "asphalt." Has many miles of cement sidewalks and

a few that ought to be cemented. Has beautiful shade trees: many of them as verdant as a greenhorn all winter. Fairmount put out one thousand shade trees in February of this year.

Eugene does not have summer heat in winter, and what is more does not want it. Her winters are mostly balmy.

Eugene's rate East via Portland is the same as that from Portland. The railroad carries your freight for nothing as far as Portland. Lovely, isn't it? Joke on the railroad.

Eugene cannot be surpassed as an educational center. Any pater familias looking for mild winters please take notice. Pater also kindly note that we have no saloons.

Land planted in walnuts, apples or cherries will pay from five to ten times the original cost, when they come into



SOME OF LESTER VAUGHN'S BEAUTIES. EUGENE, OREGON. JUNE 26, 1908



CHERRY TREE ON ELEVENTH STREET, CORNER OAK, EUGENE, OREGON, WITH ABOUT HALF A TON OF CHERRIES ON IT. JUNE 26, 1908





SOME LANE COUNTY STRAWBERRIES (CLARK'S SEEDLING) PAYING ABOUT \$300 AN ACRE. EUGENE, OREGON.  
JUNE 26, 1908

bearing. Meanwhile, how about putting berries or vegetables between the trees and make your living? No law against that.

Lane County has beautifully located, picturesque, fertile lands at twenty-five dollars an acre that would be considered dirt cheap elsewhere at one hundred

dollars. As population increases these snaps will become things of memory only. Why not get in where the cream isn't all off?

Lane County has two organized mining districts; the Blue River district, producing gold; the Bohemia district, with gold or silver. Then there is the Black Butte district, producing quicksilver.

Eugene never was systematically advertised. Like Topsy, she just happened. She grew by leaps and bounds without advertising. But now watch her. You can still get in on the ground floor.

Lane County is only four or five times the size of the State of Rhode Island. Poor Rhodey!

All roads lead to Eugene. Don't fail to stop off. Let's know, so we can have the band out.

Eugene is a shipping center for hops at the that beer is made of. Also in winter quite a center for hops at the Armory.

Lane County is the sportsman's paradise. Deer and bear may be found, if you go hunt for them. That's the bare truth. Oh deer, oh deer! Also cougars, wild cats, and other household pets. But not in Eugene. Only in the mountains. Also trout and salmon, pheasants, grouse, quail and what not.

For dairying, the vicinity of Eugene is "hors concours," which in plain English means "can't be beat." Improved land in

depot. It will be a pleasure to arrive in Eugene.

Send ten cents for a sample copy of Nobody's Magazine.

Eugene has sixteen hundred and nine telephones. Hello, there!

Lane County is "dry," yet needs no irrigation. That is, it has no saloons, but ample rainfall for any modest man.

Eugene's high school has more students enrolled than any other in Oregon outside of Portland. The girls are beautiful. Haven't seen the boys yet.

Eugene has been Santa-Claus'd by Hon. T. G. Hendricks. One Christmas morn it found a beautiful natural park in its stocking. Thirty-six acres of

beautiful surroundings can still be had at the price of bare land (without surroundings worth looking at) elsewhere. But bargain day does not last forever.

Eugene needs more poultry raisers. Chickens are too high to suit most of us.

Here's a chance for easy money.

Make believe you are working and let the hens "lay for you." You take the chips, however.

The Southern Pacific Company on March 1, 1908, began the construction of a fine, up-to-date, new



CORN IS COMING TO BE A PROFITABLE CROP IN LANE COUNTY, OREGON



EUGENE. LANE COUNTY TIMBER



beautifully timbered, rolling land. 'Gene has been grateful ever since. Coming generations will call him blessed. The park lies on and over the hills in the eastern part of Eugene.

Eugene has over thirty fraternal and secret societies. This is no secret.

Eugene is headquarters for thirty saw mills. "Say nothing, but saw wood." originated in Eugene. See any Encyclopedia of Proverbs for verification of that remark.

Uncle Sam, realizing the rapid growth of Eugene, dug in his jeans and gave this city an appropriation for a new postoffice of \$50,000, and in May appropriated \$20,000 additional. This was very appropriate. But before the building is commenced, lo and behold, Eugene is petitioning for \$100,000. Its sales of postage stamps increased 23 per cent during February, 1908, as compared with February, 1907. Honest Injun! Its money order business foots up the sum of \$350,425.57, the 57 cents being my remittance to Africa to buy the heathen pajamas.

#### WARNING

When asking for freight rates on your household goods, tell the agent that you want a rate to Eugene, Oregon; that Eugene is south of Portland, and on the Southern Pacific. Have him look it up and let him wire his head office. You may thereby save disputes caused by agents "guessing" at the rate.

#### APOLOGY

The untimely levity displayed in the preceding; the tendency to be joyful while writing on serious matters, must be charged to the invigorating Oregon air. At any rate, don't charge it to me. I would fain make a long face and dish up facts in funereal style, as is the wont, but what's the use?

For any further information write me. I am paid to answer questions. So you can't tease me a bit. Come one, come all.

Happily yours,  
"EUGENE" HARTOG (nee John H.)  
Manager Eugene Commercial Club.

## CHERRIES OF SPRINGBROOK, OREGON, DISTRICT

LIKE all other branches of horticulture, cherry culture in this part of Oregon has had its high and low tides, perhaps to a greater extent than most other parts of the state. The early plantings were mostly dark varieties, such as Knights Early Black, Black Republican, Willamette Seedling and Major Francis, Black Eagle, Black Tar-

ing, that shipping fresh was abandoned. The grower turned naturally to evaporating and preparing the fruit as a confection. All these proved to be failures and it looked for a time like the cherry would be a failure in the Willamette Valley as a commercial fruit.

The first larger plantings near Springbrook were put out in the nineties. A



CHERRY ORCHARD OF E. H. SKINNER IN BLOOM, 1900. SPRINGBROOK, OREGON

tarian, etc. More Black Republicans were planted than all others, hoping to ship fresh to nearby markets. The grower, as well as commission men of Portland, lost on shipments so often, caused by damp weather and bad pack-

great mistake was made by planting on south slopes, causing sap to start too early in the spring, inviting sun scald and gummosis. The Bigereau cherry is a difficult tree to grow, and its requirements are now much better understood. Our rolling red hill land and north and west slopes are the best cherry lands. Fruit ripens one to two weeks later than on south slope valley land.

Like the apple, pear and prune, we have been planting too many varieties. Markets for fresh fruit to be eaten out of hand is limited. But for canned goods it is generally believed that no part of the world can produce as large and beautiful Royal Anns as the Willamette Valley.

The prime object of this article is to encourage a general interest in cherry culture and assist the planter in selection of varieties and soils for growing a canning cherry. For a strictly canning cherry that can be grown and packed for the least money is the Elton. It is one of the best of trees, does not grow too upright, easy to gather, a heavy bearer. It requires less sugar in canning and sells for nearly as much money as the Royal Ann. The Elton and Royal Ann at this time stand among the cherries in the same class as the Yellow Newtown and Spitzenbergs do among the apples. Mr. Kincaid, manager of the Springbrook Canning Co., reports cherries bought last year at one hundred tons. Most of the dark cherries went to waste. At least half of the early plantings were dark varieties. We have gone mostly through the experimental stage. Can we not make cherry growing as great an income to the state as any other branch of fruit growing?



CHERRY ORCHARD AND PICKERS OF C. E. HOSKINS, SPRINGBROOK, YAMHILL COUNTY, OREGON, 1900



# THE WILLAMETTE VALLEY A FRUIT COUNTRY

BY H. S. GILE, SALEM, OREGON

**T**HE state of Oregon has many sections peculiarly adapted to special types of agriculture and horticulture; for example, the Rogue River Valley seems to be well adapted for growing to perfection pears, apples, grapes and melons; the Hood River Valley is noted for her apples and strawberries; but it remains for the great Valley of the Willamette to produce almost everything that is produced

is grown to great perfection upon the tablelands and hills of almost any part of the valley. It is not so sure a producer when planted upon the lower levels, although the product is equally good for the manufacture of the cured product when grown in any part of this great Willamette Valley. In the vicinity of Salem there was at the very beginning of the industry extensive plantings of the so-called "Italian Prune," and it

rich green foliage blends beautifully with the terra cotta red of the soil, and in the late summer, with the rich purple of the fruit, presents a picture of rare beauty. About the last week in September, the fruit, being fully ripened, begins to drop from the trees to the clean, soft soil bed beneath. It is gathered by men, women and children, who combine business with pleasure and are usually found camped in large numbers close by the big orchard sections. Oregon prunes are all cured by hot air process in evaporating plants constructed for that purpose. A twenty-five-acre tract requires a building and equipment representing a cost, according to the ideas of the builder, ranging from \$1,500 to \$2,500, in order that he may care conveniently for the output of his acreage. The accompanying illustration "A" shows a part of the 125 acres of prune trees located on the 177-acre fruit ranch of H. S. Gile & Company, in Yamhill County, near Newberg. This orchard requires five large dry-



LIMB OF ROYAL ANNS, HAZELWOOD DISTRICT, SPOKANE, WASHINGTON

in any other part of the state in the line of either horticulture or agriculture.

In the early days the Willamette Valley was devoted almost exclusively to grain growing and stock raising, and, while grain, stock and modern dairying makes up today a very large item in the profitable industries of the Valley, the Willamette also possesses certain well defined districts which are peculiarly adapted to special types of horticulture. In all the wide world there is no district so large where the prune can be grown so successfully, and especially is this true concerning the type of prune now known as the "Oregon Prune." For the purpose of evaporation this fruit

is, therefore, not strange that Salem is the recognized center of the prune packing industry of the state, and is by far the largest shipping point of the finished product.

A visit to almost any of the prune orchards in this district during the summer or early fall months is well worth the time of the visitor. The system of summer cultivation keeps the soil entirely loose and free from any growth of weeds, and being smoothed down with an implement for that purpose, in order that the moisture may be retained by what is called a "dust blanket," it presents a surface as pretty as a garden spot and as even as a bed of ashes. The

ers, located in the three buildings shown in the illustration, to care for a normal crop of fruit. In 1907 this orchard produced what was considered a normal or medium crop, the output being 175 tons of cured prunes of the largest and best quality. Oregon prunes, because of the method of curing, are delivered to the packer much cleaner than they could possibly be if dried in the sun. They are entirely free from sand or grit, being thoroughly washed in boiling water before being placed in the drying chambers. The present method of preparing this fruit for the market by all modern packers is nothing more than a thorough



MARION COUNTY EXHIBIT AT THE STATE FAIR AT SALEM, OREGON, 1907



process of sterilization by the use of dry steam, after which the fruit is packed hot into paper lined boxes, cartons or packages (the use of cotton bags is almost a thing of history). The Oregon prune, as prepared for market today, is one of the cleanest, most sanitary and most healthful of all the cured fruit class. It has made greater progress in this respect than any other variety of dried fruit, because there has been greater room for improvement.

There remains one evil, due to the demand of the American consumer who "buys with his eyes," which might be eliminated to the very great advantage of the consumer and to the great joy of the packer. This is the system of facing, or flattening out the prunes which are used in the tops of all fancy packed boxes. This fruit is injured by

the squeezing or fingering process by which the prunes are flattened out for facing rows and are never so good when cooked because of the broken tissue. For this reason, if the consumer could but know it, the packing of prunes in cartons or small boxes for family trade without facing would be a very great improvement over the present method of buying in bulk, served out of a bin or box.

The Willamette Valley Prune Association of Salem, H. S. Gile, secretary and manager, and H. S. Gile & Co., with their own packing houses located at Roseburg and Newberg and a leased plant at Dundee, are the pioneers in advanced methods of packing and marketing and stand today at the top as packers of high grade Oregon prunes, both in this country and in the foreign markets.



ROYAL ANN TWENTY YEARS OLD IN FULL BLOOM, FAIRVIEW ORCHARDS, R. H. WEBER, THE DALLES, OREGON

## LAND OF BIG, RED APPLES

WE ALWAYS HAVE SOME  
CHOICE TRACTS TO OFFER

At popular prices and sell them strictly on their merits.  
Years of study given to Hood River and its products.  
Can sell you intelligently. Call on or address

Geo. D. Culbertson & Co.

Leading Land Agents Hood River, Oregon

## Underwood and Little White Salmon Choice Fruit Land for Sale

I have a number of choice places for sale, improved and unimproved. Some with good heavy timber, ranging in price from \$18.00 to \$100.00 per acre. I make a specialty of small tracts

F. W. DEHART

UNDERWOOD, WASHINGTON

## All Sunshine and Dollars

No mud nor snow. Three hundred and sixty-two feet altitude. Five hundred dollars monthly for life by owning a forty acre Kennewick-Finley fruit ranch. Write for 1908 price list of three thousand acres at seventy-five dollars. Concrete building and business for sale right

HANSON & RICH

OWNERS

KENNEWICK, WASHINGTON

H. R. A.

HOOD

RIVER

APPLE LAND

H. R. ALBEE

HOOD RIVER, OREGON

## Stephens & Hause

## FRUIT LAND

IN SMALL AND LARGE TRACTS near Goldendale, Washington, in one of the best newly developed fruit belts on the Pacific Coast. We also have some choice wheat farms, meadow land and stock ranches for sale.

For information and description write

STEPHENS & HAUSE

Goldendale, Klickitat County, Washington



## Okanogan NURSERIES

We have not another fruit tree to sell this season. We have however, a fine line of roses, shrubs, shade trees, berries and grapes

OMAK, WASHINGTON  
OKANOGAN COUNTY

## COMMERCIAL SPRAYING

Nets from \$5.00 to \$50.00 per day. We have a special plan for assisting one reliable man in each county to build up a profitable business

Write for details of our plan, stating your experience and naming two references

American Horticultural  
Distributing Co.

MARTINSBURG, WEST VIRGINIA

## ALL KINDS OF SEEDS

*Best of Quality*

McREYNOLDS & Co.  
HOOD RIVER, OREGON

## GENERAL NURSERY STOCK

SOUTHERN OREGON  
NURSERY  
OAKLAND, OREGON

## True to Name Nursery Offers to Planters

For fall, 1908, a choice stock of apple, cherry, pear and peach, including all the leading varieties adapted to this locality, with special reference to Yellow Newtown and Spitzenberg Apples, Lambert, Bing and Royal Ann Cherries, Buerre D'Anjou and Comice Pears, Foster, Elberta, Salway, Early and Late Crawford Peaches. All buds and scions selected from the best bearing orchards in Hood River. Price list on application

H. S. GALLIGAN

Phone Home 2002K Hood River, Oregon

## A GROWER'S OPINION OF CHERRIES IN OREGON

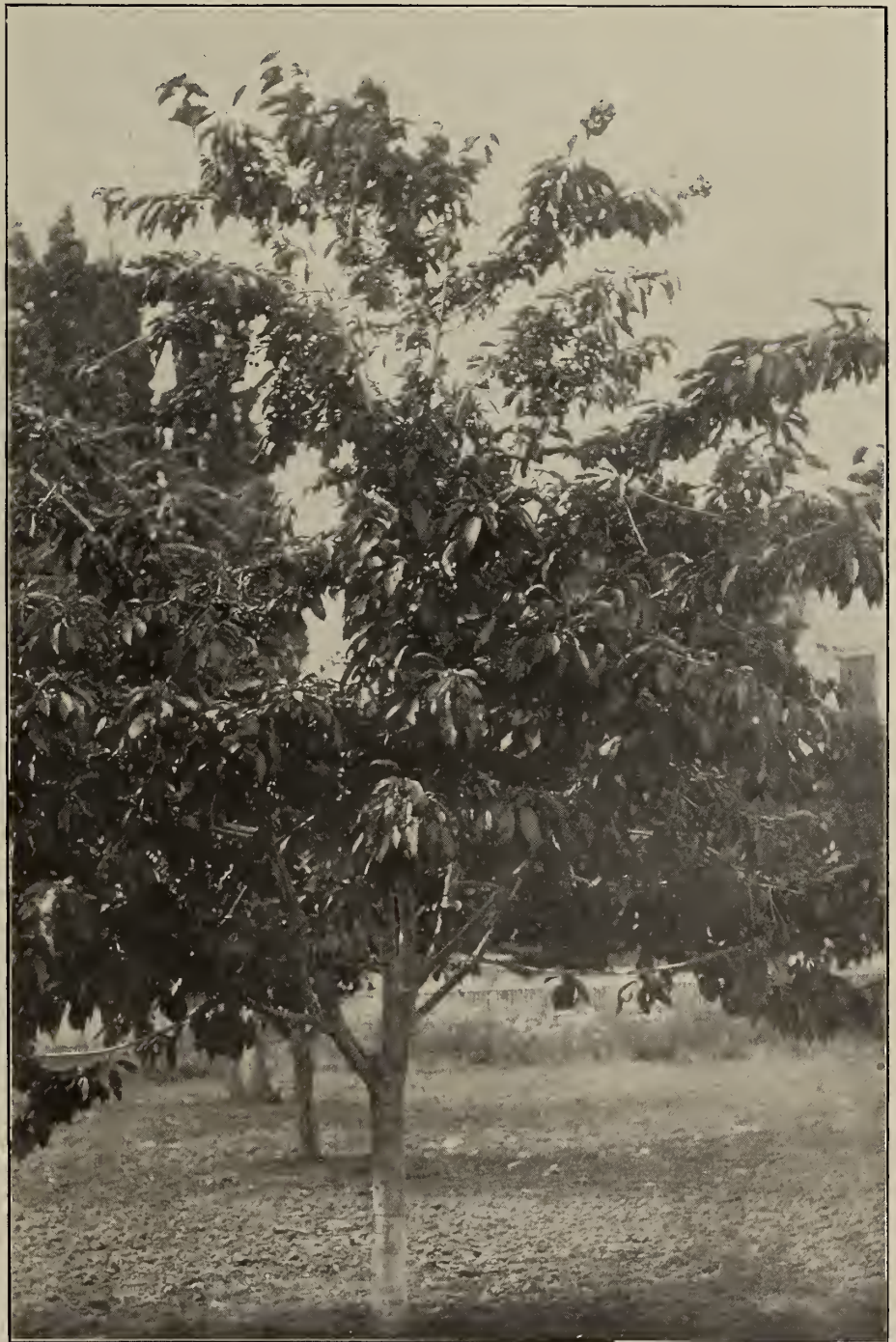
WRITTEN BY H. M. WILLIAMSON, EDITOR OF THE OREGON  
AGRICULTURIST, BEFORE THE DEATH OF MR. SKINNER

THE editor of this paper knows of no more pleasant way of spending a midsummer day's vacation than in visiting a man who nearly half a century ago learned the nursery business in the heart of the great fruit growing district in western New York and has ever since been engaged in the nursery or fruit growing business, much of the time on a large scale, and has enjoyed the personal acquaintance and friendship of many of the most distinguished horticulturists of the present and the last generations.

Mr. E. H. Skinner, after learning the nursery business in his native state, New York, moved west and established himself in the nursery and fruit growing business near Chicago in 1854. He almost immediately planted an apple

orchard of forty acres, but soon became especially interested in cherries and planted an eighty-acre cherry orchard. This would be a pretty large cherry orchard even in these days of great orchard enterprises, and forty years ago it attracted a great deal of attention. Mr. Charles Downing, the well known horticultural authority, who was a personal friend of Mr. Skinner, wrote to him that he undoubtedly had the largest cherry orchard in the United States.

Of this orchard thirty-seven acres were planted with the Early Richmond. The climatic conditions proved most favorable to this variety, and in a few years the enormous crop produced could not be profitably marketed fresh. Mr. Skinner at once started a cannery. He soon found that he could sell pitted



FIVE-YEAR BING, FAIRVIEW ORCHARDS, R. H. WEBER, OWNER



canned cherries for fifty per cent more than could be obtained for those which were not pitted. There was, however, no cherry-pitting machine in existence, except that little hand pitter which took out the pits one at a time. Mr. Skinner was not discouraged by this fact and invented and perfected a power pitting machine which at every stroke of the plunger took the pits out of 144 cherries and handled a bushel of Early Richmond cherries every minute.

In 1873 Mr. Skinner regarded the outlook as pretty bright in spite of the panic. His pitting machine had proved a great success and the output of his cannery was ordered in advance. His thirty-seven acre orchard of Early Rich-

The house is situated a few hundred feet above the level Chehalem Valley, and down the slope and into the valley for the distance of perhaps a mile there is almost a solid block of orchards, including those of Mr. C. E. Hoskins. The Chehalem Valley itself is dotted over with orchards, whose rich green is well set off by the yellow fields of ripening grain. Out beyond stretches the great Willamette Valley, the line of vision being bounded by the mountains which shut in the head of the valley a hundred miles or more away.

Mr. Skinner's interest having always been largely centered in cherries, when he planted his Oregon orchard cherry trees naturally took the leading place.



CRATE USED FOR HOLDING CHERRY BOXES. PREVENTS BRUISING

mond cherries was loaded, as was also a forty-acre orchard of Ben Davis apples. Just as the cherries began to ripen there came a hail storm such as those who have always lived on the Pacific Coast can hardly conceive of. Not only was his crop of fruit and of vegetables grown for canning utterly destroyed, but of his fruit trees there remained only bare and unsightly stumps and limbs. From these a fresh and sappy growth developed, but in the spring of 1874 nothing was left but dead trees.

In building and equipping his large cannery Mr. Skinner had incurred heavy liabilities, and he now found himself face to face with interest charges which were larger than the gross sales of an ordinary farm and with a dead plant on hand in the midst of a period of financial depression. He was not ready to surrender, and at once commenced planting strawberries and raspberries on so large a scale that his neighbors predicted more disaster, but in this case good fortune joined hands with skill and enterprise, and his venture paid handsomely. Finally eight years ago Mr. Skinner had succeeded in paying off all indebtedness and had in addition a competency remaining. Attracted by Oregon's delightful climate and its adaptability to fruit growing, he came to this state and purchased a tract of land on the south slope of Chehalem Mountain, close by Springbrook station and but a few miles from the pleasant village of Newberg. On this tract of land he has established a most comfortable home, which no one visits once without desiring to go again.

When the fruit began to ripen he found himself compelled to face the problem which has confronted many other Oregon growers—how to get a sure and profitable return. Uncertainty as to the result of Eastern shipments and the difficulty of getting our Royal Ann cherries to Eastern markets in perfect condition, convinced him that it is not a safe proposition to grow cherries here to ship East fresh. As he had erected an evaporator to dry his prunes he evaporated a portion of his crop of cherries. The presence of the pits in the cherries was found to be objected to in the markets to such an extent that there was not very much of a margin of profit to be found in evaporating cherries whole. On the other hand, he was assured that pitted cherries would sell for at least five cents per pound more than the unpitted. He once more commenced work on the manufacture of a pitting machine. His Illinois experience was, of course, very helpful, but the machine made for use in Oregon had to be different in all details from the one made in Illinois. The Illinois machine was intended to handle cherries only half as large as those grown in Oregon. After devoting a large share of his time for nearly two years to the task, Mr. Skinner has perfected a machine which excites the admiration of every person who sees it work. One man turns the crank with one hand and with the other regulates the feeding of the cherries, and the machine does the rest. Turned at a speed of from fifty to sixty revolutions a minute, the machine at each revo-

A REPUTATION TO SUSTAIN

## VINELAND NURSERIES COMPANY

PROPAGATORS OF

Reliable Nursery Stock

ALL STOCK BUDDED FROM BEARING TREES  
FRUIT AND ORNAMENTAL

CLARKSTON, WASHINGTON

## The Sunnyside Nursery Company

INCORPORATED

LARGE AND COMPLETE  
LINE OF NURSERY STOCK

We will have ready for the market for fall or spring trade 200,000 each of Spitzenberg, Winesap and Yellow Newtown. In fact, about 1,000,000 trees of staples. We have the largest stock of Winter Banana apples in the West—stock from a famous orchard in Wenatchee. This is the coming commercial apple. We can handle your order, no matter what the size. Write to us at Sunnyside, Washington, for prices. Nurseries at Sunnyside, Grandview and White Bluffs.

"THE OLD RELIABLE"

## Albany Nurseries

INCORPORATED

ALBANY, OREGON

We have a complete stock  
for the coming season.  
Send in your orders early

Catalogue Free

Salesmen Wanted

## Yakima Valley Nursery

Incorporated

\$60,000 Fully Paid

LARGEST STOCK OF  
FRUIT TREES  
in the Pacific Northwest.  
Special prices for large  
planters. Salesmen Wanted  
Everywhere

W. D. INGALLS, President and Manager  
NORTH YAKIMA, WASHINGTON



## THE DALLES BOX COMPANY

Manufacturers of all kinds  
of boxes, fruit boxes and  
berry crates. *Car lots a specialty*

CORRESPONDENCE  
SOLICITED

P. O. Box 21

Factory: THE DALLES, OREGON

## ROGUE RIVER VALLEY

*Famous for its APPLES, PEARS, PEACHES,  
GRAPES, MELONS AND CLIMATE*

THE natural home of the Spitzenberg and Newtown apples. Rogue River Pears have led the United States for the past three years in the highest price in the New York market. No peaches of the South excel those of Rogue River, and trees are healthy. Grapes perfection in color and flavor and the best of shippers, and growers have more orders than they can fill. Rogue River cantaloupes, watermelons and cassabas, none better and big money makers. The Grants Pass Fruit Growers Union gets the highest price for fruit, and the Southern Pacific gives terminal rates on shipments East. Climate the perfect medium between arid California and webfoot Oregon. No storms or winds to injure fruit crop. Almonds and figs ripen perfectly and palms grow in the yards. Land yet cheap but will double in two years. Now \$5 to \$100 an acre in small and large tracts, some on easy payments. American community and good schools, rural mails, telephones, etc. Full information by addressing CHARLES MESERVE, Grants Pass, Oregon. Seller of Real Estate in All Parts of Rogue River Valley. References by permission: Grants Pass Fruitgrowers' Union, First National Bank of Southern Oregon.

*Things we are Agents for*

KNOX HATS

ALFRED BENJAMIN & CO.'S  
CLOTHING

DR. JAEGER UNDERWEAR

DR. DEIMEL LINEN MESH  
UNDERWEAR

DENT'S & FOWNES' GLOVES

BUFFUM & PENDLETON

311 Morrison Street, Portland, Oregon

## St. Helens Hall

Portland, Oregon

A GIRLS' SCHOOL OF  
THE HIGHEST CLASS

CORPS OF TEACHERS, LOCATION,  
BUILDING, EQUIPMENT THE BEST

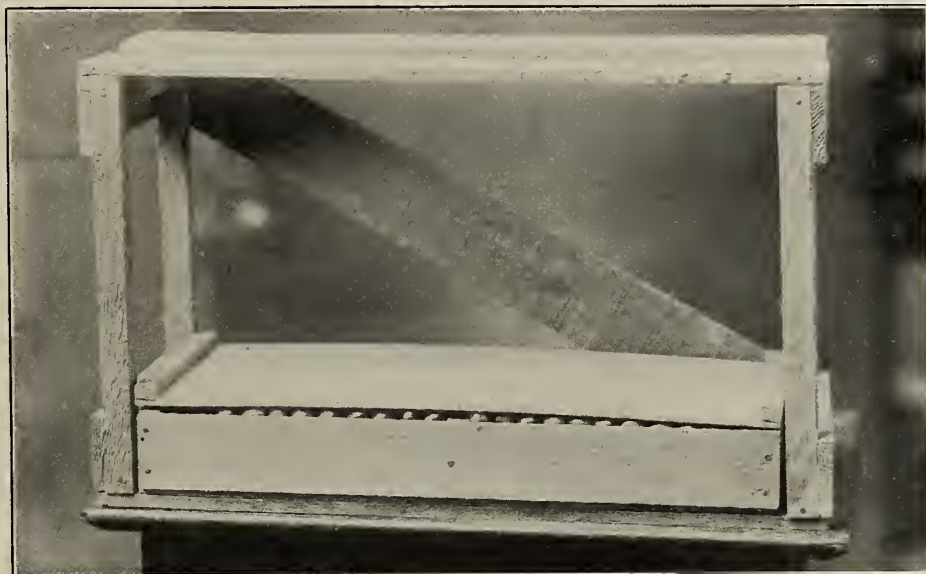
Send For Catalogue

lution pits twenty cherries, or from one thousand to twelve hundred cherries per minute. When asked how many tons of cherries it would pit in a day, Mr. Skinner said two tons, but as a matter of fact it can be made to do nearly twice that much in ten hours. On a hot afternoon Mr. Skinner, who is seventy years of age and not a strong man physically, in the presence of the writer pitted 327 pounds of Royal Ann cherries in twenty-five minutes. The last fifty pound box in the lot went through in just three minutes. Mr. Skinner worked at a moderate rate of speed and did not appear to be at all worried by the work.

The machine, as stated, pits twenty cherries at each plunge. There is an

weight of the whole fresh fruit. This indicates that the pitted cured fruit will weigh only about four per cent less than the unpitted fruit. The pits lose more weight proportionally in drying than the flesh, but the undried pit of a fresh Royal Ann cherry was found by Professor Shaw of the Oregon Experiment Station to weigh less than six per cent of the weight of the whole cherry.

Mr. Skinner's experience last year convinced him of two things, first, that he has a valuable machine, and, second, that there is money in curing pitted cherries for the market. As a result he protected his machine by patent, and advised his sons-in-law to increase the size of their cherry orchards, which they



CRATE USED FOR HOLDING CHERRY BOXES. PARTIALLY FILLED BEFORE SIDE IS NAILED ON

endless belt made up of sections, each of which contains twenty bowls to receive the cherries. The cherries are fed by the operator from a slanting hopper onto this endless belt, which rises slightly from the point where the cherries strike it toward the plunger. The operator, in a rough way, spreads the cherries over the belt and a revolving brush does the rest of the spreading and brushes back all cherries not lodged in bowls. At the point where the fruit reaches the plunger the section is first temporarily locked in place exactly and then the plunger pushes the pits out of the fruit and through holes in the bottom of the bowls. A scraper at once removes the pits and drops them in a tub below, while the belt carries the cherries to the end of the machine. Just where the belt turns to go below, a mechanism gives each section as it comes along a vigorous jolt which throws the cherries out into a box. A careful observation for some time showed that only one bowl out of sixty failed to carry through a cherry. The work of pitting is done perfectly and the amount of flesh which goes with the pits is almost incredibly small.

Mr. Skinner first operated his machine last year, and with very interesting results. He pitted 13,600 pounds of Royal Ann cherries and the product was 3,503 pounds of evaporated pitted fruit, which shows that not quite four pounds of fresh fruit was required for one of the cured. To find out how much was lost in the pits he dried the pits of a given lot of Royal Ann cherries and the dried pits weighed less than one per cent of the

have done and now have twenty-five acres in that fruit.

The Royal Ann is believed to be the variety which will prove most profitable for this purpose, but the Black Republican gives a larger proportionate yield—not more than three pounds, and sometimes less, of fresh fruit being required to make one of cured. The Major Francis makes a cured product of the very highest quality, but it requires seven pounds of fresh to make one of cured. This year Mr. Skinner pitted all of his Major Francis cherries and canned them in quart Mason fruit jars. When canned they are very much superior to either the Kentish or the Royal Ann, and Mr. Skinner does not anticipate any difficulty in selling them at a paying price. As an adjunct to fruit canneries this machine will be no less valuable than to those who are about to engage in the business of evaporating cherries.

While the price of the pitter, \$100, may seem a good deal to pay for a machine to pit cherries, it is not a question of price so much as whether it will pay more than its cost to those who have use for it.

If, for example, the machine is run for five days in a season on Royal Ann cherries at the easy rate of two tons per day, the cured product will be five thousand pounds, which will sell for \$200 more than the product of the same fruit dried without pitting.

Mr. Skinner, when told this year that he could get five cents per pound for his cherries in Portland, replied that it would pay him better to cure them at home. From several sources to which



he sent samples of last year's product he received offers for carload lots at rates which would make his fresh cherries worth three cents a pound.

In the same neighborhood, Mr. Skinner's son-in-law, Mr. Porter Skinner, has established a plant for crystallizing fruit on a large scale by Mrs. Monteith's process.

As this is a secret process the working of the factory is not open to visitors.

Mr. E. H. Skinner has himself a process of treating cherries in curing which, while it does not crystallize them, produces a very handsome confection which retains the flavor of the fruit.

## SALEM, CAPITAL OF THE STATE OF OREGON

Continued from page 19

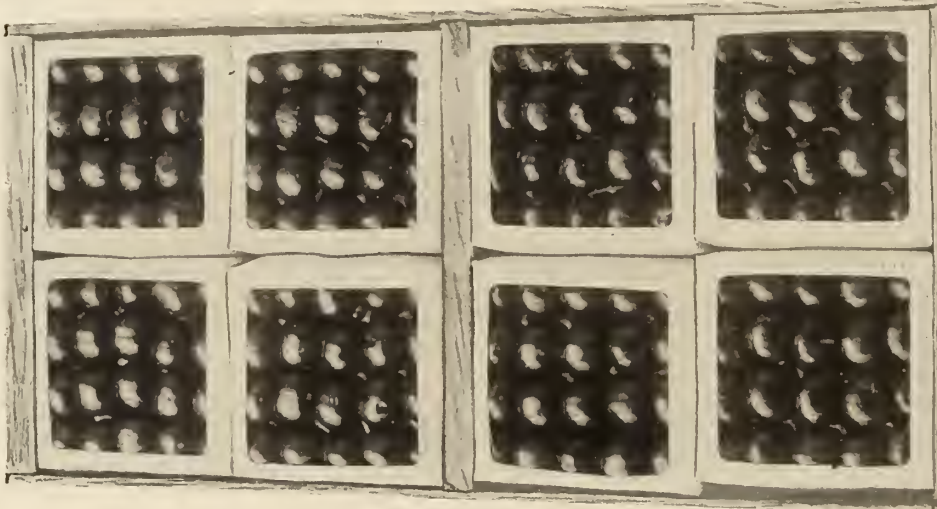
given highly satisfactory results, but the loganberry has proven its worth far beyond the expectations of the originator and bids fair to become one of the leading products of the valley and a wonderful money maker to growers.

As these berries are probably new to many to whom this pamphlet will go, we will give a short description of the mode of cultivation. The plants are set

cluster is formed which matures from single hill of these berries on good soil, properly tilled, to ripen berries enough to fill a crate of twenty-four one-pound boxes.

### Strawberries.

It is almost needless to speak of strawberries, as this is the variety of small fruit grown here longer and to better advantage than any other. Growers ship five to ten berries. It is common for a



CHERRIES GROWN AND PACKED IN CARTONS FOR SHIPMENT TO MEXICO, BY G. D. WOODWORTH, HOOD RIVER, OREGON

eight feet apart each way; the vines are trained on wire trellises extending about six feet above the ground. The canes or runners extend about twenty feet each way from the hill. At each bud a

their berries all over the Pacific Coast and secure top prices. Aside from the thousands of crates shipped away, hundreds of tons are sold to the canneries at satisfactory figures.



VIEW IN THE FRUIT SECTION OF THE STATE FAIR AT SALEM, OREGON  
Commencing at the bottom are apples, pears, peaches, prunes and grapes

J. M. Schmeltzer, Secretary  
**Hood River Abstract Company**  
Hood River, Oregon  
ABSTRACTS INSURANCE  
CONVEYANCING



Target Brand  
**Scale Destroyer**  
For Dormant Trees  
Target Brand  
**FUNGICIDE**  
For Foliage

Interesting literature, showing the revolution in spraying methods where Target Brand has been used for three seasons, mailed on request.

**TARGET BRAND**  
Box 745 Martinsburg, W. Va.

## Salem Tile Factory



**GOLD MEDAL**  
Highest award on Tile at Lewis and Clark Fair

**Tile From 3 to 12 Inch**

Order carload lots or for further particulars write for booklet or call on or address

**J. E. MURPHY**  
Fairgrounds Post Office, Oregon

## THE COMING FRUIT REGION

*From the White Salmon to the Klickitat, opposite to Hood River, Washington Side of the Columbia*

Elevation is right, soil is the deepest and best, climate perfect, market situation ideal by the great North Bank road and the Columbia. Lyle is the coming fruit belt. Watch this region for the next two years. Prices the very lowest. Get in for the certain raise. \$1000 invested now will bring larger returns than any other investment you can make in fruit lands. I have large or small tracts, some exceedingly desirable. Come and see me, or write and tell me what you want.

**GEO. A. SNIDER, Lyle, Wash.**

## HEADQUARTERS FOR CENTURY SPRAY PUMPS

Hose, Nozzles, First-class Plumbing Supplies

**C. F. SUMNER**  
Successor to Norton & Smith  
**HOOD RIVER, OREGON**



OLDEST LIVERY COMPANY IN  
THE VALLEY

## TRANSFER & LIVERY CO.

Special Attention to Commercial  
Men, Camping & Fishing Parties

TELEPHONE MAIN 131

HOOD RIVER, OREGON

ORDER YOUR

## Fruit and Berry BOXES

From

## UNION BOX & LUMBER CO.

Foot of  
Montgomery Street Portland, Oregon

## VEHICLES AND AGRICULTURAL IMPLEMENTS

THE BEST OF  
ORCHARD AND GARDEN TOOLS  
A SPECIALTY

J. R. NICKELSEN  
HOOD RIVER, OREGON

## A Trip to the Coast

Is incomplete without a ride  
on the

## Mt. Hood Railroad

By Mountain Streams, Apple Orchards  
Virgin Forests and Snow  
Capped Peaks

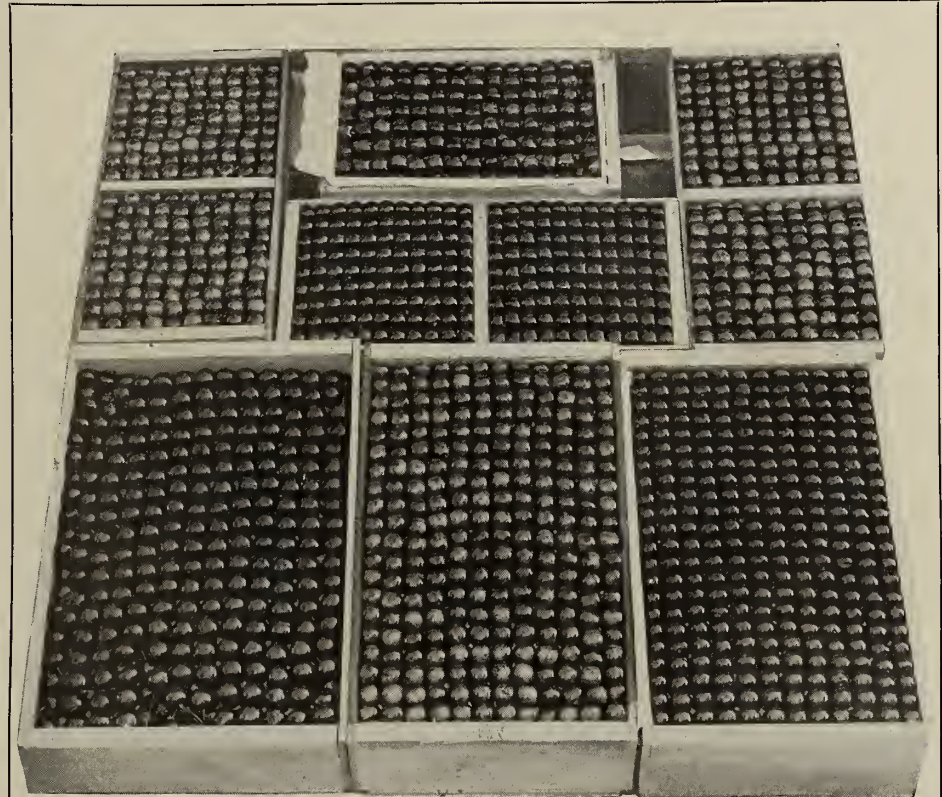
Connects with O. R. & N.  
at Hood River, Oregon

## E. H. SKINNER ON THE GROWING OF CHERRIES

**E.** H. SKINNER gives some of his experiences in growing and caring for cherries in the following very interesting paper:

Twenty-five years ago I had an orchard of Early Richmond cherries containing thirty-five acres, which sold well until my trees came into full bearing, when I could not dispose

ries were selling at; so I decided to pit a portion of my next year's crop. Now the trouble begins. I tried every hand machine in the market, with poor and expensive results. I then built a machine that would pit fifty cherries at each stroke. I worked all winter on this machine and after trial threw it into the junk pile, as it did not take every



FANCY PACK OF CHERRIES IN EIGHT, TEN AND THIRTY-POUND BOXES

of them at any price. I then "rigged up" and canned all we could handle with the pits in, which required a large number of cans, also a number of cases to pack them in, with heavy freight charges, and they then sold for about one-half the price that pitted cher-

seed out. I tried once more and worked in a machine shop the next winter and made a machine similar to the tread power of the old threshing machine. The bars in the chain were twenty-four inches long and contained only one row of holes. This worked very well, but



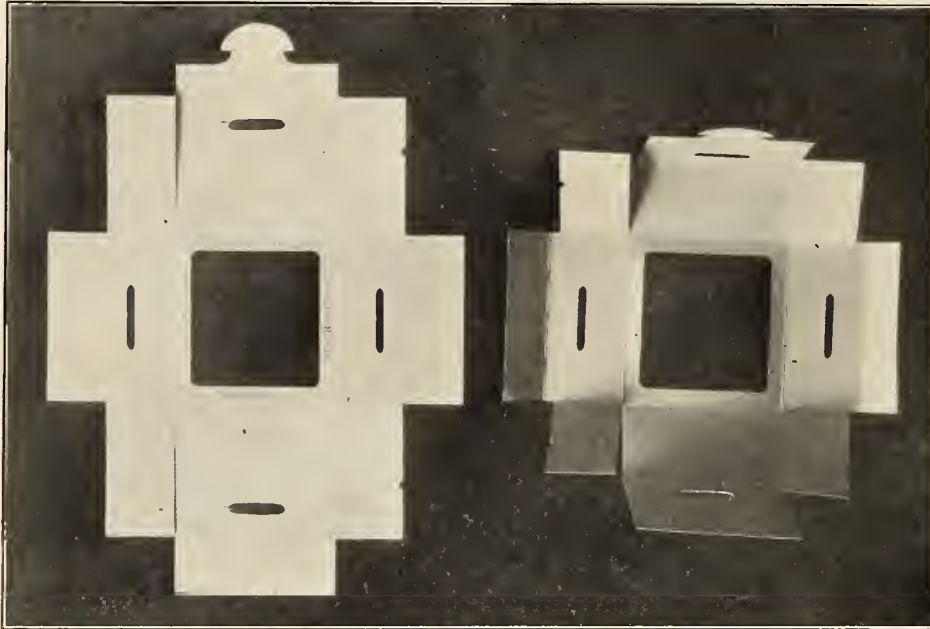
LOADING A CAR OF PRUNES, SALEM, OREGON



much too slow for my crop, so next winter found me again in the machine shop making a large geared machine with bars three feet long and four and one-half inches wide, containing one hundred and forty-four holes, with a revolving brush under the plungers to brush off the pits as they were pressed through, also another revolving brush on surface of machine to spread the cherries so none would go over that were not in the holes which passed under the plungers. This ran by steam and was a success. As simple as running corn through a corn sheller. Now I was ready to pack all my cherries pitted. I set my canmakers at work and made 50,000 cans for my next crop. Bought fifty barrels granulated sugar and had

enough. We pitted, spread and put in the dryer 2,450 pounds in three-fourths of a day with one girl to turn crank, one to spread cherries in machine, and two hands spreading on trays and putting in dryer. I now send you sample to see if you can find any scar to show that they were ever punctured. I pitted one ton of Major Francis and found it took seven pounds green to make one pound dried and ten gallons of juice came from this ton of Major Francis. To my surprise four pounds of Royal Anns made one pound dried, and from seven tons we did not save one gallon of juice.

Cost of picking at fifty cents per hundred pounds makes the four pounds required for one pound dried two cents.



THE PAPER CARTON FLAT AND PARTIALLY OPEN. USED FOR FANCY PACK OF CHERRIES IN OREGON, WASHINGTON AND IDAHO

everything ready to commence, when lo, there came one of the worst hail storms that ever passed over any country, destroying my entire crop of cherries, also forty acres of Ben Davis apples. The loss of the crop was hard to bear, but a much heavier loss was soon to follow. The trees were stripped of foliage and all new growth as bare as hop poles. Being in July a new growth came out like a bloom all along the limbs, which did not ripen, and the next winter was a severe one and killed every tree of apple and cherry. Then the panic of '73 came and found me owing the Second National Bank \$12,400, which took me fourteen long years to pay, which I did, every dollar of it. I will not tell how this was done, as it is aside from my subject.

Well, the large pitter was sent to the Golden Gate Packing Co., of San Jose, California, and would not pit the large cherries, as they would roll off, the holes being too small. I now come to the facts that are wanted at this time here. Last year I dried five hundred pounds of Royal Anns with seeds in. They were fine, but would not sell at a paying price, six cents per pound being all I could get for them. I now made a small machine, similar to the large one, to turn by hand, pitting twenty cherries at each turn of the crank. To my surprise we pitted my entire crop of eight tons, and would have done much more if I could have dried them fast

Labor pitting, drying and taking from trays one and three-quarter cents. Ten pound boxes with waxed paper cost seven and one-half cents, which can be packed for two and one-half cents per box, which will make ten cents, or one cent per pound, making a total of four and three-quarter cents. Now, if they only sell for fifteen cents per pound, it makes Royal Anns worth two and three-quarter cents on the trees, less commission and freight. I hope to put them up in such fine shape as to realize more in Chicago and New York.

Now, if this is too lengthy, drop it into the waste basket while eating samples sent. Respectfully yours,

E. H. SKINNER,  
Springbrook, Oregon.

"Highland Home," July 19, 1898.

#### E. H. Skinner.

The late E. H. Skinner came and settled at Springbrook in 1891. He came from Rockford, Ill. Practical, live horticulturist. He was jolly, full of fun and loyal to horticulture. He invented the only practical cherry pitter. There are three machines in this neighborhood yet, but not used. He was always foremost at our local horticultural meetings and did more than anyone to make Springbrook a fruit center. He held the respect of all.

## Capital National Bank

Salem, Oregon

J. H. ALBERT, President

E. M. CROISEN, Vice President

JOS. H. ALBERT, Cashier

*Oldest National Bank in the County*

## KIMBALL CULTIVATOR

PRICE \$16

F. O. B.

Is the one to use in all feet wide, very easy to which prevents striking No hoeing of trees where used on it in orchard, fern, pink, sorrel, oats, thistle it has no equal.

orchards. It is 8 1/4 guide, has a fender the tree with knife. used. Two horses or for destroying briars and Canada



In using this implement the driver will stand in center of board, over knives, and to guide it will step to right or left, as occasion requires, and if anything should catch or gather on the knives the driver will step forward on draft board, tilt the handle forward, raising the knives, so that anything that had gathered on them may free itself. Keep all of the burs tightened and should any of the knives get bent out of shape force them back to place without removing them from the frame. Manufactured by

S. P. KIMBALL, Salem, Oregon

## ASHLAND

Largest city in the Rogue River Valley and climatic capital of Southern Oregon. Ideal home town. Unexcelled as a fruit region. Hill and valley fruit lands offer splendid inducements to intelligent and industrious fruit growers.

FOR FURTHER INFORMATION ADDRESS  
SECRETARY ASHLAND  
COMMERCIAL CLUB

Ashland, Oregon



A REAL

## "Friend"

The very latest Spray Nozzle. Sprays up under the leaves and down into the calyx. Price \$1.50, postpaid. Money cheerfully refunded if not entirely satisfactory. Reference, "Better Fruit."

"FRIEND" ANGLE

Special Price to Agents

"FRIEND" MFG. CO.

GASPORT, NEW YORK

Manufacturers of the World's Best Hand and Power Spraying Outfits, the "Friend"



## Stranahan & Clark

DEALERS IN

Commercial Fertilizers  
Land Plaster, Lime  
Plaster Paris, Cement  
Building Plasters  
Hood River, Oregon

## Perfect Fruit

*Delightful Climate, Beautiful Scenery*

Seventy-two miles east of Portland, six miles east of Hood River, the eastern portion of Hood River fruit district; 15,000 to 20,000 acres fruit land; only 1000 in cultivation, prices \$20 to \$1000 per acre. Produces \$250 to \$500 per acre annually when in full bearing. A climate that is perfect; a soil that is right, and no irrigation gives us fruit that is unsurpassable.

*Important*—Our apples can be kept all winter and then shipped to any market in the world and still be in good condition. This gives us a market that is never overstocked, regardless of how much is raised in irrigated countries. Many opportunities for good investments. Call on or address

H. E. WAITE, Mosier, Oregon

## Ready for Business

With a complete stock of  
Fresh and Pure Drugs  
Also fine stock of candies

ALL MATERIALS  
FOR MAKING SPRAY

Nichols Pharmacy

HOOD RIVER, OREGON

## STRAWBERRY PLANTS

*That pay to plant are the kind we grow*

We have for this season the largest acreage of plants we ever grew. We have had unusually favorable weather and never grew such a fine lot of strawberry plants. Our supply consists of at least ten million plants of all the leading varieties both old and new. We have shipped a large number of plants the past two seasons to the Northwestern States that have always given satisfaction. We are prepared to fill orders for any amount. We also grow Raspberry, Blackberry, Dewberry and all other small fruit plants, the quality of which is unsurpassed. If you want plants now, write for prices, stating your wants. Our new catalog will be ready to mail about January 1. It is FREE, write for a copy now.

F. W. DIXON, Holton, Kansas

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

## A WORD TO THE BEGINNER IN FRUIT GROWING

IN view of the fact that the fruit growing industry is advancing so rapidly in not only this particularly favored section, the Willamette Valley in Oregon, but in all sections on the Pacific Coast where the climatic conditions and nature of the soil are favorable to the promotion of horticulture, it seems but fitting that one of the most vitally important features connected therewith should be brought to the foremost place, in order that those who contemplate engaging in this industry may start right, which will prove in the end to have been a wise move on their part. The feature which we desire to impress upon the minds of the beginners, is that of selecting the right kind of fruit trees, the varieties which have

in order that his trees may be absolutely true to name and in a healthy and flourishing condition when planted. The Willamette Valley is peculiarly adapted to the propagation of nursery stock, and home grown stock of pure strain with a guarantee behind it is what the fruit grower should be particular to procure. A right start means a right ending, and while it may not be realized by the beginner that much importance attaches to the stock selected, experience alone has proven that this feature must not be overlooked in order that the highest degree of success may be realized from the development of a fruit orchard. We might add that in placing before those contemplating the starting of such an industry, we have to offer stock which



THE PAPER CARTON USED FOR FANCY PACK OF CHERRIES NEARLY FOLDED READY FOR PACKING, AND FOLDED AFTER BEING PACKED

proven to have the highest commercial value and the quality of the young stock with which to start an orchard. This section offers to the new comer opportunities in the fruit raising line which with the pleasure resulting from the conduct of such an industry, at the same time has the advantage of much larger and more certain returns from the time and money expended and the land devoted thereto than the raising of cereals, and the constant increase in value of the orchard with the growth of the trees, which is not the case with land upon which crops are raised and removed from the land each year. It may be truly said that the Willamette Valley is the home of the cherry, for here this class of fruit reaches a greater degree of perfection than any other section, and now that the demand is becoming greater from year to year, the opportunity to realize a splendid revenue from the raising of this fruit is before anyone who may see fit to grasp it. It may be said also, that not alone has the cherry demonstrated its worth as a fruit of large commercial value in this section, but the apple, pear, plum, prune, peach, and all small fruits reach a state of perfection unexcelled in any part of the United States, and, in fact, equalled in very few other sections. There are many hundreds of acres of land in this section admirably adapted to the growing of all kinds of fruit, which are available at very reasonable prices, and it remains for the man who is weary of trying from year to year to reap a livelihood from the grain farm in the Middle West, with its attendant drawbacks, to locate here and start an orchard, which will, in a very few years, prove to him to have been a wise investment. As above stated, he should start right, and in the very beginning procure young nursery stock of unquestioned quality,

is absolutely unexcelled in each and every particular. We take pride in referring to those who in the past have drawn on us for nursery stock, and have the pleasure of knowing that in each and every instance the results to our customers have been highly gratifying. When nursery stock is sold by us it goes with a guarantee of its quality as to generation and strain, and home grown stock, produced under the supervision of a thorough, practical nurseryman of many years' experience, is used to fill our many orders received. We anticipate a phenomenal growth in the fruit raising industry in this section, also in surrounding sections, for when it is realized that there is a demand for good fruit in all sections, and the conditions in only a limited section are adapted to the production of fruit of superior quality, and in a large portion of the country fruit growing is an impossibility, it will be seen that the supply will never equal the demand. There is no such thing as an over-production of fruit, as there is in the case of cereals and other crops, with a consequent lowering of prices, and with the advent into this Pacific Coast section of several transcontinental lines having the best of facilities for rapid transportation of fruit, the fruit grower need have no fear of his crop going to waste for lack of demand, for the Eastern markets are always open to our Pacific Coast-grown product. We might add, in conclusion, that we are at the service of the fruit grower with an excellent and complete stock, and that it is our aim to do our part in promoting this splendid industry by supplying the proper means with which to begin—the only course which will be attended with success. Very truly,

CAPITAL CITY NURSERY CO.,  
Salem, Oregon.



GET THE  
BEST MARKET PRICES

FOR YOUR FRUIT BY  
PUTTING THEM UP  
ATTRACTIVELY,  
TO DO THIS

YOU NEED  
GOOD

**Salem**

WE  
MAKE  
THEM

WE CARRY IN STOCK  
LABELS FOR APPLE-  
PRUNE & CHERRY BOXES  
BERRY CRATES, ETC., ETC.

**Schmidt Lithograph Co.**

E. SHELLEY MORGAN, MGR.  
408 WELLS FARGO BLDG.  
PORTLAND, OREGON

## PRUNE PACKING IN THE WILLAMETTE VALLEY

BY TILLSON & CO., SALEM, OREGON

SALEM is practically the center of the prune packing industry in Oregon, as is evidenced by the fact that the two largest packing concerns in the Northwest maintain their headquarters here, both operating large packing plants in Salem. Marion County produces on an average more prunes than any other county in the state. The following table will show the production by counties last season:

	Pounds
Marion .....	7,405,597
Douglas .....	5,830,671
Linn .....	4,511,960
Yamhill .....	3,375,699
Multnomah .....	1,495,403
Lane .....	1,276,278
Jackson .....	540,906
Washington .....	515,388
Clackamas .....	407,860
Polk .....	387,332
Benton .....	364,887
Union .....	53,125

Total ..... 26,165,106

Not only the entire crop of Marion County, but a large portion of the crops of Linn, Yamhill, Multnomah, Washington, Clackamas, Polk and Benton Counties are shipped into Salem to be graded and packed. During the past season over one-third of the prunes shipped out of the state went forward from here, while over half of the crop of the entire state was marketed by the Salem concerns through their houses here and in other sections of the state.

The following table shows where plants are located and amount shipped from each point:

	Pounds
Salem .....	9,031,613
Albany .....	5,767,813
Roseburg .....	4,271,249
Portland .....	2,716,145
Newberg .....	1,663,609
Myrtle Creek .....	1,094,162
Eugene .....	1,078,430
Dundee .....	542,085

Total ..... 26,165,106

The firm of Tillson & Company, operating large packing plants at Salem and Roseburg, shipped from their Salem house during the past season, 135 carloads of 40,000 pounds each, making 5,400,000 pounds, while their Roseburg house shipped 56 carloads or 2,240,000 pounds, making a total of 7,540,000 pounds of prunes, in short, this one concern graded, packed and shipped almost one-third of Oregon's prune crop of 1907, distributing to growers over \$350,000.

Up to within the last few years most of the prunes raised in Oregon were shipped East in bags, as there were at that time no packing houses in operation. This method of handling them was unsatisfactory, both to the grower here and the wholesaler in the East, and in recent years practically the entire crop of the state has been handled by the packers, and it is the aim of packers like Messrs. Tillson & Company to put goods up in a careful, clean and attractive manner, using every endeavor to make the Oregon prune popular not only in the Eastern markets but also in Europe.

The general method pursued by Tillson & Company in putting up prunes for the Eastern and European markets, is to run the dried prunes which the grower delivers at the packing house, over a large grader, which segregates the prunes according to the size, which is determined by the number of prunes required to make a pound. The Oregon Italian prunes grade mostly to three sizes, namely, thirty to forty, forty to fifty, and fifty to sixty prunes to the

## FIRST NATIONAL BANK

PORTLAND, OREGON

CAPITAL AND SURPLUS

\$1,500,000.00

No interest paid on accounts

A. L. MILLS . . . . . President

J. W. NEWKIRK . . . . . Cashier

W. C. ALVORD . . . . . Asst. Cashier

B. F. STEVENS . 2d Asst. Cashier



*Water will run up hill*

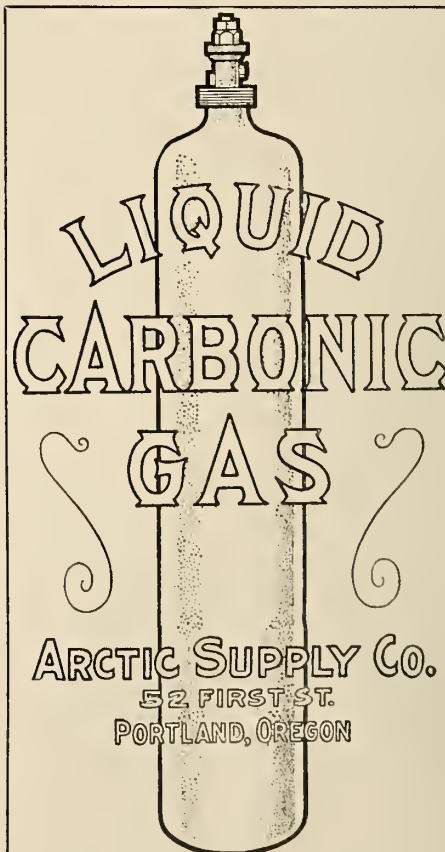
WHEN A

**Columbia Ram**

Is placed at creek or spring. Most economical pumping device in existence. No cost of operation. No attendant required. Catalogs and estimates furnished free.

**COLUMBIA STEEL  
COMPANY** PORTLAND  
OREGON

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT



Saves the labor of one man in  
spraying and does better work

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT



CAPITAL \$50,000

SURPLUS \$15,000

# FIRST NATIONAL BANK

HOOD RIVER, OREGON

F. S. STANLEY, *President*  
E. L. SMITH, *Vice President*  
E. O. BLANCHARD, *Cashier*  
V. C. BROCK, *Assistant Cashier*

ASSETS OVER \$325,000

*Savings Bank in connection*

## Pearson's Cement Coated Nails

Are the best for fruit boxes. They are imitated because we advertise them and our product has an established reputation. The imitator has *no reputation* to sustain. *We have.* You never see an advertisement of the imitations. They are *always offered on our reputation.* It stands to reason that our nails are the best, otherwise we could not afford to advertise them. When you ask for PEARSON'S nails see that you get them. *Don't be imposed upon.*

J. C. PEARSON CO.

A. C. RULOFSON CO.

*Pacific Coast Agents*

315-321 Monadnock Bldg., San Francisco, California

pound. From the grader they are run through a steam cylinder and under a spray of hot water. This destroys all impurities and thoroughly cleanses them, after which they are packed in an attractive manner in eight-pound, ten-pound, twenty-five-pound and fifty-



BRANCH OF LANE COUNTY CHERRIES

pound boxes, under the "Webfoot" and "Raven" brands. ♦ ♦ ♦

### PARAGRAPH PULPIT

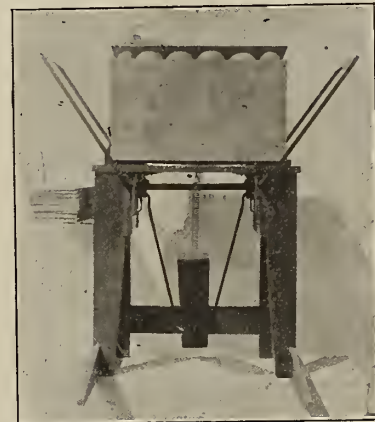
"A distinguished preacher of the last generation, being asked whether Christianity was outgrown, answered that, on the contrary, it had never been tried. The present age is making this trial of Christianity. The mighty wind of the Social Question has swept through the Church, as through the world, with cleansing and refreshing force, and has swept away the barriers which once divided worship from work, the single life from the social order, the love of God from the love of man, the salvation of the soul from the salvation of the world."—Rev. F. G. Peabody, D.D. (For free Unitarian literature address P. O. M., 346 Yamhill St., Portland, Oregon.)

W. L. GOYETT

*Manufacturer of the*

## Goyett Automatic Apple Box Press

CANON CITY, COLORADO



The fastest and only automatic apple box press made. Will pay for itself in one season. *AGENTS WANTED*

Retail price \$10, freight paid



When you get to Hood River  
stop at the

## MT. HOOD HOTEL

Trains stop directly in front of  
Hotel. ☞ Bus meets all boats

Automobile Service Daily for  
Cloud Cap Inn During Months  
of July, August and September



# BETTER FRUIT

HOOD RIVER, OREGON

OFFICIAL ORGAN OF  
THE NORTHWEST FRUIT GROWERS' ASSOCIATION

A MONTHLY ILLUSTRATED MAGAZINE  
PUBLISHED IN THE INTEREST OF UP-TO-DATE  
FRUIT GROWING AND MARKETING

ALL COMMUNICATIONS SHOULD BE ADDRESSED AND  
REMITTANCES MADE PAYABLE TO

BETTER FRUIT PUBLISHING COMPANY

E. H. SHEPARD      CHRIS GREISEN  
EDITOR AND PUBLISHER      TRAVELING REPRESENTATIVE

SUBSCRIPTION PRICE \$1.00 PER YEAR  
IN ADVANCE IN UNITED STATES AND CANADA

FOREIGN SUBSCRIPTIONS, Including Postage, \$1.50  
ADVERTISING RATES ON APPLICATION

Entered as second-class matter December 27, 1906,  
at the postoffice at Hood River, Oregon,  
under act of Congress of March 3, 1879

WE take great pleasure in producing the August number of "Better Fruit" as a special cherry edition. The cherry is the first of all the favorite stone fruits to ripen, and for this reason, perhaps, no other fruit is more welcome on the market. And, in addition to this, the cherry is destined to take a prominent position in the fruit industry of the Northwest, a position that as yet is realized by few if any of our fruitgrowers.

Sweet cherries are grown more successfully in the Northwest than in any other section of America. California produces a good cherry, but not the equal of the cherries of the Northwest. A sweet cherry cannot be produced to any extent east of the Rocky Mountains. Last year California shipped but seventy-eight carloads of cherries to the East. This quantity is a mere drop in the bucket, as far as consumption and demand goes. Seventy-eight cars of cherries hardly means one carload during the entire season in all of the big Eastern cities, which goes to show the immense opportunity for the cherry in Oregon, Washington and Idaho. The cherry industry is even yet in its infancy, so to speak, in the Northwest, for the reason that carloads are only shipped from two or three points. The number of carloads grown in the Northwest will probably not exceed fifteen or twenty at the most that are shipped from these states. There is no doubt that there is an Eastern market for carloads of cherries by the hundreds. When districts get to growing sufficient quantities of cherries to move in carloads regularly under refrigeration, the amount of money that will be realized out of cherries will be something wonderful. Even at cannery prices, growers have made as high as \$500 per acre net profit and this profit was made at four cents a pound. Cherries have been shipped out of some of our districts by local express, which, of course, is much higher than in carloads, and more or less loss from not being under ice, and netted from five to seven cents a pound. Cherries were shipped by the association in Hood River in open express and netted the grower twelve and one-half cents per pound in 1907. This shows the price that can be realized out of Eastern markets on fresh cherries. This price would be from fifty to one hundred per cent greater than cannery prices, which means that cherry orchards, in our opinion, would net the grower \$1,000 per acre or more, when they are grown in sufficient quantity to be shipped in carloads and handled prop-

erly. Cherries can be grown in almost every locality of the Northwest. Few localities, however, have grown cherries to any extent. Among the districts that are producing in a commercial way, where cherries do particularly well, may be mentioned the territory surrounding the following cities: Eugene, Salem, Ashland, Portland, Springbrook, Milwaukie, Cove, The Dalles and Hood River in Oregon. In Washington, the Yakima Valley, Wenatchee Valley and Clarkston, Spokane and several other localities where they are not grown so extensively. In Idaho, Lewiston and the Boise Valley.

These names are not mentioned with any particular reference to the quantity produced or of the quality of the cher-



THREE FAMOUS BRANDS DRIED PRUNES,  
PACKED AT SALEM, OREGON

ries. The quality is superb, unexcelled anywhere else in the world.

People around Salem, Eugene, The Dalles, Spokane and Lewiston realize, perhaps, more fully the future of the cherry industry than the other districts. The Dalles and Salem have each appropriated the name "Cherry City." We do not know which district has the priority or best right to the title.

We believe there is no fruit grown that has a brighter future, commercially speaking, than the cherry in the Northwest. And, moreover, we believe there is a better opportunity for the man of moderate means to engage in the production of this delicious and profitable fruit than there is in the apple, peach, pear, or in any other fruit grown, for the reason at the present time people owning cherry lands in the district referred to in this article do not realize their value, and any quantity of the best cherry land can be secured for from \$30 to \$100 per acre in any of the districts referred to. ♦ ♦ ♦

OREGON is entitled to a place in the fruit world in connection with cherries that is pre-eminent over every other state, for the reason that Oregon has originated the two best flavored, handsomest, largest and best shipping cherries that are known to the fruit world today. Oregon has the honor of originating and propagating the Bing and Lambert cherry. The Lambert cherry was named after Mr. Lambert, the originator, and the Bing cherry was named after a Chinaman on account of his long and faithful service. Both varieties were originated at Milwaukie, near Portland, Oregon. ♦ ♦ ♦

THE Northwest stands out prominently as the cherry producing country of the world, on account of excellency of the cherries grown in the

Northwest and on account of their splendid shipping qualities. The trees bear prolifically. The care and culture of the cherry is the simplest of all varieties of fruits, as the cherry is practically free from all the diseases that cause so much trouble in other varieties of fruit. Spraying, so far, has been unnecessary. The tree requires little pruning and in many districts does exceedingly well without any cultivation, consequently growing cherries for market is the simplest kind of fruit business.

## AGENTS WANTED

Can you sell goods? If so we need you. Complete outfit free; cash weekly. Write for choice of territory

CAPITAL CITY NURSERY COMPANY  
SALEM, OREGON

## BURBANK & AMOS

REAL ESTATE

Irrigated Fruit Lands in the Famous Vale of Cashmere  
The Garden Spot of Washington

CASHMERE, WASHINGTON

## THE HOOD RIVER LAND EMPORIUM

HOOD RIVER, OREGON

POSSESSES

CLIMATE—A desirable medium between the drier eastern and the more moist western conditions of the Northwest.

SOIL—Volcanic ash, rich in phosphates, and recognized as the best in the world for apples and strawberries.

Makes a specialty of real estate, conveying, loans and surveying. The president, John Leland Henderson, is a practicing lawyer residing in Hood River, and has been identified with the Hood River Valley for thirty years.

## The Everbest Nursery Company

Incorporated

F. C. NIELSEN, Manager

We have for the coming season a very fine line of Choice Nursery Stock. Our stock is all budded or grafted from Wenatchee Bearing Trees. An exceedingly large line of choice Sweet Cherries. Write for catalogue.

WENATCHEE, WASHINGTON

420 Acres Devoted to Nursery Purposes

## THE WOODBURN NURSERIES

Established 1863 by J. H. Settlemier

Grower of Choice  
Nursery Stock

F. W. SETTLEMIER  
WOODBURN, OREGON

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT



## S. P. KIMBALL, FRUIT GROWER AND INVENTOR OF THE KIMBALL CULTIVATOR, SALEM, OREGON

PERHAPS no one in the Willamette Valley has made a greater success in fruit raising than S. P. Kimball of Polk County. Mr. Kimball was an Ohio farmer and came out to Salem in the fall of 1891 in search of a more healthful climate. That fall he bought 420 acres west of Salem.

Eight acres of this was set out in two-year-old Italian prune trees. This was in very poor condition, having been cultivated in cowboy fashion with four horses and disk, the trimming having been done by goats.

At that time every one in that section had the prune fever, and becoming imbued with the spirit of the time, he set out thirty acres of Italian prunes. These were set fifteen by twenty feet apart. He had very little to contend with in the shape of insects, but was troubled slightly by borers. Later he grubbed out twelve acres, and believing that he understood the fruit business, he set out a well-mixed orchard, which, although it bore well, was later not considered a success on account of being so mixed.

He has always dried his own prunes, besides buying outside fruit, until he now has the largest individual dryer in the state, having a capacity of 1,500 bushels and drying 750 bushels per day, the amount of dried fruit running from 165,000 to 222,000 pounds yearly.

Although having great faith in the prune business, Mr. Kimball's cherries now net him far more per acre. His first cherries were two and one-half acres set out in March, 1892, one mile west of Salem, in Polk County. This is also red hill land. These trees were set one rod apart, but experience has shown that they should be set not less than twenty-five feet. This was considered an absurd venture, because it was a new line of fruit. Through the advice of a friend, he set out about two-thirds Royal Anns and one-third Black Republicans, because the two varieties together made the boxes very attractive for market; but this was misleading, the Black Republican not being in demand.

These trees, besides robbing each other of nourishment, are very inconvenient for picking, having run together. He does not believe in crops of any kind between the trees, because one does not cultivate the tree, but the crop, so that consequently the trees suffer. He does not think it possible to cultivate a young orchard too much, especially the first few years. It does not do any good to cultivate within a foot or two of a

young tree, but get as close as possible without injuring it, for a small wound is less hurtful than a foot of hard earth.

He prefers the seedling tree "top-worked," thus making a hardier body and less liable to gum.

He has not been able to detect any great benefit in mixing the varieties, but would not say that there is none. He has recently set out a large orchard of four rows of Royal Anns to two of Lamberts, they being the standard varieties. If there is anything in the combination he wants the benefit of it.

He has used different styles of ladders for picking, but finds that a pole ladder is the stiffest and easiest to handle. He makes these of small fir poles, cut any desired length and peeled. These are cut with a rip saw about three or four feet at the bottom, then fastened and sprung to give a firm base so that they will not tip. Holes are bored at regular distances and rounds made from old buggy spokes are set in. This makes a stiff, lightweight

ladder, easily handled and less liable to break the small branches and forks of the trees.

He now has 8,200 cherry trees set out and 18,000 prune trees, and does not think there is any danger of the industry being overdone in the Willamette Valley.

### Walnuts

He has a few acres of walnuts, part of which have been in bearing about ten years. He has a good deal of faith in walnuts and is making preparations to plant more in the future.

The fern in Mr. Kimball's first prune orchard was very thick and about two and one-half feet tall, throwing a disk out of the ground easily, as if running over an old straw pile. He was told that it was impossible to kill out this fern, and that the disk would not do the work, so he found it necessary to make something that would destroy the fern and loosen the ground at the same time. After two years of experimenting he made a cultivator, which is now known as the "Kimball cultivator" and very extensively used for orchard work in the Western states and in Canada.

## LETTER TO WILLAMETTE PRUNE ASSOCIATION

Mr. C. H. Post, New York, N. Y.

Dear Sir: Your letter of March 7, addressed to the secretary of the Board of Trade, has been referred to this office for reply.

In reference to the quality of the Oregon prune, we would suggest that you secure a box of the "Pheasant brand" on your own market, sold and distributed by U. H. Dudley & Co., corner Duane and Hudson streets, and test them for yourself as compared with the California and the French prune, and satisfy yourself thus as to wherein they excel. Physicians who have analyzed the product claim that they are stronger in every medicinal and nutritious value than the sweet or French prune. Oregon grows both varieties, however.

Prune growing in Oregon is profitable to the grower under certain conditions. He should make it a reasonably large part of his business; he should have at least thirty to forty acres in prunes, a sufficient acreage to keep one man and one team busy throughout the year in cultivation and care, together with such additional help at harvest time as might be necessary. This would enable him to own his own evaporator, and if he lived on the place himself he could count on a reasonably good return for his investment; about as good as could be secured in any sort of fruit business. We should say that about the average price paid to

the grower for the bulk of his crop would be from four to five cents per pound, according to the season. Prices fluctuate from year to year, according to the supply and demand and the price and quantity of other fruits grown. The crop is as sure in this valley as any crop that is grown, provided you locate your orchard properly. Enough is known now about the business so that no mistake need be made in locating an orchard where it will bear regularly and prove a profitable investment. The entire product of this Northwestern part of the country last year was about thirty to thirty-five million pounds, covering the northern part of Oregon and all of Washington in which prunes are grown.

Any other information we can give you will be cheerfully furnished, and we enclose herewith our little book of recipes.

Yours truly,  
WILLAMETTE VALLEY PRUNE  
ASSOCIATION.

◆◆◆

Almost the whole world knows of Hood River as a place that produces the best fruits, and all of Hood River Valley should know, and could know, that there is one place in Hood River, under the firm name of R. B. Bragg & Co., that the people can depend on getting the most reliable dry goods, clothing, shoes and groceries at the most reasonable prices that are possible; try it.

# EUGENE, OREGON

## LANE COUNTY

*FINEST FRUIT LAND IN THE WILLAMETTE VALLEY*

We have beautiful five and ten-acre tracts close to the city, one to two hundred dollars per acre

**SMITH & RODMAN**

18 WEST EIGHTH STREET



## "THE CHERRY CITY OF THE WORLD"

Title bestowed by the Pacific Coast Nurserymen's Association at their 1908 session, upon

# SALEM, OREGON

*The Capital City of the State*

A city of 15,000 people with but one policeman. This is indeed the "City of Peace," contentment and prosperity, and its people are welcoming thousands more to their ranks every year.

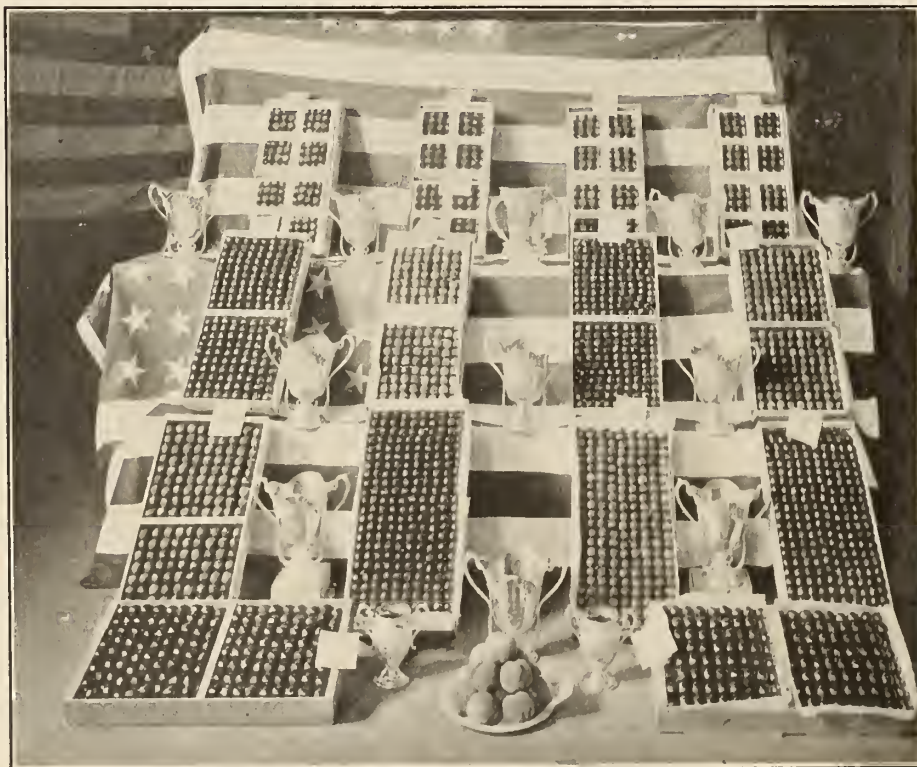
## CHERRY LANDS

Can be bought at \$40 to \$100 per acre and will produce a crop with the least expense or waiting. The surest crops and the best markets are guaranteed growers in this wonderful cherry region. This is the natural home of the famous Royal Ann, Bing, Lambert and other standard varieties. The greatest perfection in size and quality is attained here, owing to the peculiarly favorable climatic conditions. Cherry growing nets from \$200 to \$500 per acre.

Salem has superb public schools, high school, normal school, private schools, business colleges, Willamette University, the oldest and best institution of its kind in the West; large woolen mills, flouring mills, saw mills and other manufacturing plants. Railroad and river transportation. Also the most modern interurban electric line on the Coast, besides an excellent electric street car system.



NATURAL SIZE CHERRIES



PREMIUM EXHIBIT AND PRIZE CUPS, CHERRY FAIR, 1907

The land of big red apples.

The richest agricultural section of the West.

The home of the choicest prunes grown.

The walnut-growing region of the Northwest.

The hop center of the world.

The choicest peaches four months in the year.

A charming home place in a most delightful climate.

*Prices of Fruit Lands lower than at any other point on the Coast*

For illustrated booklets and full information address

SECRETARY OF SALEM BOARD OF TRADE, SALEM, OREGON



"THE GARDEN OF EDEN"

# Willamette Valley

## OREGON

*Read What Prominent Men Say of This Wonderful Land*

APPLES AT 30 CENTS—OREGON BANANA APPLES BRING THAT PRICE ON FRUIT STANDS IN NEW YORK—PARISIANS FIND THIS STATE'S PRODUCT MUCH TO THEIR LIKING

"Oregon apples will in time be as famous as California oranges."  
"The commercial value of good apples is greater than that of oranges, and Oregon should profit thereby."

That is the summary of W. H. Selleck's opinion, and he says there are many in New York who agree with him. Mr. Selleck is connected with the Securities Corporation of 40 Wall street, and travels most of his time between New York and London, and London and Paris. He was formerly from Los Angeles. Recently when he was going to Paris he thought it would be a splendid idea to take a banker friend there a box of apples. He went to a fruit dealer and made known his wants for the best apple in the market.

"There is only one apple in the market worth buying," he was told, "and that is called the Oregon apple. Every one is asking for it now, and will take nothing else after once trying it."

### FRIENDS, TOO, WELL PLEASED

This was said to a former California man, who knew nothing of Oregon apples. But he wanted the best and he bought them—a box of seventy-five pounds, and paid \$7.50 for them. They were shipped, and when he arrived in Paris a little later he found his friends delighted. "The finest apples we have ever had," was the general verdict.

But alas for the enthusiastic banker. So delighted was he with these beautiful specimens that he gave some to his friends. His friends told of the unusual fruit and their friends came begging to see them. And so they were doled out, one by one, and the banker's heart swelled with pride as he saw the admiration his apples caused. But one day he awoke to find that all had been so given away that a mere half dozen remained, and he closed his hand and heart to their pleasure and kept them for his family.

But his generosity was well repaid. Now these numerous friends will have nothing but Oregon apples, and they send to London for them and think nothing of the prices they must pay. For are they not the best apple that has ever crossed their epicurean French palates?

Mr. Selleck goes on to say that he himself when in New York buys them every day at the fruit stands and pays fifteen to twenty cents apiece for them, and does not consider it money ill spent. Certain kinds of apples are sold there under the general name of Oregon apples, and this is advertisement enough. They are Spitzenberg, Newtown Pippins and the Banana apple. The Banana apple, which has never been grown elsewhere, Mr. Selleck pays thirty cents for at the fruit stands. Mr. Selleck is eager that the commercial bodies here take up the matter of systematically advertising Oregon apples, so as to give them the prestige that the California orange enjoys, and he says it will be an easy matter and a remunerative one, for the commercial value of the apple is greater than that of the orange.

### ANOTHER OPINION

Mr. Sylvester Johnson, for eleven years president of the Indiana State Horticultural Society, at a meeting of that society at Indianapolis, declared that he considered Oregon pre-eminently the fruit state of the Union.

Oregon's fame as a fruit-producing state has already spread over much of the entire world, the carrying and keeping qualities of the apples, together with their beauty, fragrance and flavor, not being surpassed. It is no uncommon thing to see dealers from the Atlantic states, England and France in Oregon markets, and the cream of the state's fruit crop is bought for these sections, for Oregon apples, once introduced, are always in demand and command the highest price in every market.

The Hood and Rogue River valleys are both in Oregon, and though very small compared with the Willamette they have a world-wide reputation for the quality of their fruit, brought about by the organization of enterprising fruit growers' associations. This co-operation has enhanced the value of lands in these two little valleys, especially the Hood River Valley, until fruit lands, cleared, range from \$100 to \$1,500 per acre, while equally good and productive fruit land in the Willamette Valley may be purchased at from \$20 to \$100 per acre.

The Willamette Valley only needs a little of this systematic developing to make its land worth just as much as in any other part of the state. In fact, the land is worth quite as much now, and farmers who understand methods of marketing can make just as much in the Willamette Valley as in any fruit country of the world.

Individual orchards of all varieties of fruits scattered throughout all parts of the Willamette Valley demonstrate beyond the shadow of a doubt that the Willamette Valley is quite as well adapted to the growing of all kinds of fruits as either the Hood River or the Rogue River valleys.

Not only so, but the Willamette Valley will also have in the near future just as effective a fruit growers' association as can be found anywhere. The farmers all over this valley are rapidly becoming aroused to the need and the greater profits which will result. This will mean the immediate advance in values, and those who purchase at the present low prices will be benefited quite as much as farmers who are already located in this "Garden of Eden."

Think of land at \$20 to \$100 per acre, that will give an annual income of from \$100 to \$500 per acre when trees are six or eight years old. There are many thousands of acres of just such land in the Willamette Valley, and we will sell it to you at above prices now, but these prices can not last. There are others who see it as we do, and they are buying land every day. In a few years this land will, we are firmly convinced, be sought after at five to ten times the present price. Why not? It is capable of producing a good income on the advanced price now.

We have large lists of fruit lands, farms, stock ranches, dairy farms, timber lands, etc., in tracts to suit. Salem city property a safe investment. Orchard and walnut lands bought, planted and cultivated for a term of years

*Information cheerfully furnished. Write us your wants. Investments carefully handled*

# OLMSTED LAND CO.

373 STATE STREET

SALEM, OREGON



## YAKIMA VALLEY WASHINGTON

We sell improved and unimproved fruit land, also land under the government Tieton reclamation project. Write for booklet.

**YAKIMA REAL ESTATE CO.**

Box A186

NORTH YAKIMA, WASHINGTON

## Walnut and Fruit Land

ALL WELL WATERED

RIVER VIEW

Some of the very best nut and fruit lands to be had at reasonable rates. Living springs of ice cold water. Miles of River View. Come or write for information

W. D. MOREHOUSE, UNDERWOOD, WASHINGTON

## MOSIER

*Also called East Hood River*

## FRUIT LANDS

In large or small tracts. Some very good land at low prices at present. Good growing community. Six miles east of Hood River. Also homesteads and relinquishments. Parties wishing to buy will do well to write or see

**GEO. CHAMBERLAIN**

MOSIER, OREGON

## OUR HUNDRED PAGE COMPLETE CATALOG

TELLS ALL ABOUT OUR

SEEDS, TREES, PLANTS, BUSHES,  
POULTRY AND BEE SUPPLIES, SPRAYS,  
SPRAY PUMPS, FERTILIZERS, ETC.

ADDRESS

**Portland Seed Co.,** Cor. Front @ Yamhill,  
Portland, Oregon.

## The Dalles OREGON

Fruit, Garden and Grain Land, improved and unimproved. We have the Soil, Climate, Market and Transportation Facilities. City property for sale. The Dalles is an ideal home town. Excellent school and church privileges are found here. The Cherry City for health, wealth and happiness. When seeking a home or investment call on or write

W. A. Sexton, The Dalles, Oregon

Apples Pears Plums Peaches Prunes Cherries Berries

J  
O  
N  
A  
T  
H  
A  
N  
S

## THE LAND OF OPPORTUNITY

Located across the Columbia River from Hood River, Oregon, the White Salmon Valley offers the greatest opportunities of any land on earth to fruit growers. Where apples, cherries, pears, peaches, prunes and strawberries grow to perfection. A few dollars invested in fruit land today will return to you in a very few years sixty-fold. The soil, climate, water and scenery are unsurpassed by that of any country. Build a home where you can enjoy peace and plenty the remainder of your life. Fruit lands cleared, planted and cared for until in a bearing condition. Write us for descriptive matter and prices.

**ESTES REALTY & INVESTMENT CO.**

WHITE SALMON, WASHINGTON

N  
E  
W  
T  
O  
W  
N  
S

Spitzenbergs

Winesaps

Strawberries

Nuts

## WANTED *Exclusive Agent*

To sell choice fruit land in the famous Bitter Root Valley, the home of the McIntosh Red Apple. Prices, \$100 to \$150 per acre; easy terms. Sure to double in value within two years. Yields of \$1,000 per acre from apples, pears, etc., are common. Absolutely free from all harmful pests and killing frosts. The Valley of Opportunity. The land of perfect fruit. Address

**Bitter Root Valley Irrigation Co.**

Hamilton, Montana

## THE ROGUE RIVER VALLEY THE CREAM OF CREATION

Has again demonstrated by the great crop of fruit now set for 1907 that this is the surest in its crop production of any part of America. This fact makes this district look good to the trained horticulturists of all other sections of the Northwest. When it is conceded that orchards approaching the bearing period here are held at less than one-half the figures demanded for similar lands in other districts yielding less net profits than here, it should impress the readers of "Better Fruit" that now is the time to invest in this favored valley, with its regular crops and famous good climate. The homeseeker will get the benefit of more than twenty years' experience in the fruit business by dealing with the

**ROGUE RIVER LAND COMPANY**

EXHIBIT BUILDING

MEDFORD, OREGON



LESLIE BUTLER, President  
J. N. TEAL, Vice President  
TRUMAN BUTLER, Cashier

Established 1900  
Incorporated 1905

## Butler Banking Company

HOOD RIVER, OREGON

Capital Fully Paid \$50,000      Surplus and Profits are \$20,000

We give special attention to GOOD FARM LOANS

If you have money to loan we will find you good Real Estate security or if you want to borrow we can place your application in good hands and we make no charge for this service

## SLOCOM'S BOOK STORE

Office Supplies  
Stationery

Ledgers, Journals, Time Books

Memorandum Books

Rubber Stamps

Souvenir Postals

Picture Frames

## LADD & TILTON BANK

ESTABLISHED 1859

PORTLAND, OREGON

Capital Fully Paid \$1,000,000.00  
Surplus and Undivided Profits \$400,000

W. M. Ladd, President

Edward Cookingham, Vice President

W. H. Duncley, Cashier

Officers:

R. S. Howard, Jr., Assistant Cashier

J. W. Ladd, Assistant Cashier

Walter M. Cook, Assistant Cashier

INTEREST PAID ON TIME DEPOSITS AND SAVINGS ACCOUNTS

Accounts of banks, firms, corporations and individuals solicited. We are prepared to furnish depositors every facility consistent with good banking

## Stanley-Smith Lumber Co.

WHOLESALE AND RETAIL

## LUMBER

Lath, Shingles, Wood, Etc.

Hood River, Oregon

CHAS. G. PRATT, President

R. W. PRATT, Cashier

J. H. OSBORNE, Vice President

## Hood River Banking & Trust Co.

HOOD RIVER, OREGON

We Own and Occupy the Finest Equipped and Most Modern Bank in Wasco County

A General Banking and Trust Business Transacted

Safe Deposit Boxes      Interest paid on Time and Savings Deposits

Make Our Bank Your Headquarters When in Hood River

Correspondence Invited

Your Patronage Solicited

## Monarch Steel Stump Puller

Pulls stumps  
seven feet in  
diameter



Guaranteed  
500 horse  
power

The only steel stump puller factory in the United States making their own steel stump puller castings. The strongest and lightest machine made

Catalogue and discounts, address

ZIMMERMAN STEEL CO.

Lone Tree, Iowa

## BERRY BOXES CRATES, ETC.

Write for Prices      Please State Quantities and Sizes Wanted

J. W. BUTZER      190 Front Street  
PORTLAND, OREGON

## The PARIS FAIR

Hood River's Largest and Best Store

## DRY GOODS SHOES, CLOTHING

We are offering some extra specials in our Clothing Department. Ask to see them

Try a pair of American Lady \$3 & \$3.50 Shoes or American Gentlemen \$3.50 & \$4



## SOUTHERN OREGON FRUIT LAND

Two hundred acres second bench, partly cut over timber land, deep red soil, lays well, on best road in county; seven miles from Grants Pass, quarter mile from school; adapted to the raising of apples, pears, peaches and grapes; R. F. D. and rural telephone. Sold in any amount from ten acres up. \$32.50 per acre.

**JOHN H. ROBINSON**

Route 2, GRANTS PASS, OREGON

## TOKAYS TOKAYS TOKAYS

One-half million Tokay Grape vines and large stock of other varieties. Also Logan, Phenomenal, Himalaya Giant, Mammoth Blackberries, Crimson Winter Rhubarb and General Nursery Stock. *Agents wanted* **CHICO NURSERY CO.**, Chico, Cal.

## FRUIT GROWERS, YOUR ATTENTION!

Royal Ann, Bing and Lambert cherry trees; Spitzenberg and Newtown apple trees; Bartlett, Anjou and Comice pears, and other varieties of fruit trees

**A. HOLODAY**

MONTE VISTA NURSERY  
SCAPPOOSE, OREGON

WHOLESALE

RETAIL

## THE DALLES NURSERIES

R. H. WEBER, *Proprietor*

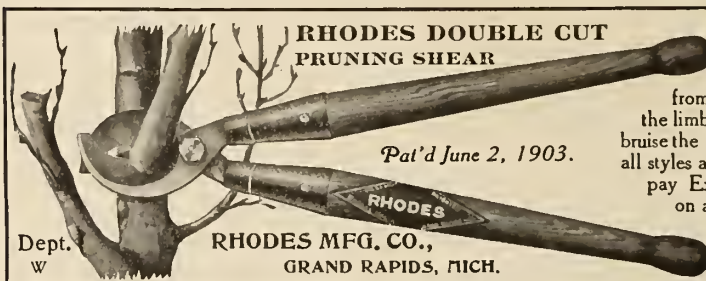
THE DALLES, OREGON

Grower and Dealer in FRUIT,  
SHADE AND ORNAMENTAL

## TREES

GRAPE VINES & SMALL FRUITS  
EVERGREENS, ROSES & SHRUBBERY

REMEMBER—OUR TREES ARE GROWN STRICTLY  
WITHOUT IRRIGATION



THE only pruner made that cuts from both sides of the limb and does not bruise the bark. Made in all styles and sizes. We pay Express charges on all orders. Write for circular and prices.

## Rockford Fruit Growers' Association

Shippers of fruits grown without irrigation and therefore having the finest flavor and keeping qualities. We guarantee our pack and market nothing but first-class products in every particular. Write us now for future delivery. Address Rockford Fruit Growers' Association, Rockford, Washington.

Louis Barzee, Pres.; E. L. Cannon, Secy., Roseburg, H. N. Cobb, Manager, Roseburg

## Douglas County Fruit Growers' Association

Packers and Shippers of Choice  
Umpqua Valley Fruits

Head Office, Roseburg, Oregon

## S. E. Bartmess

UNDERTAKER AND  
LICENSED EMBALMER

For Oregon and Washington

*Furniture, Rugs, Carpets  
and Building Material*

Hood River, Oregon

## HILL MILITARY ACADEMY

A BOARDING and Day School for Boys  
Manual Training, Military Discipline, College  
Preparation. Boys of any age admitted at any time.

WRITE FOR  
ILLUSTRATED  
CATALOGUE

DR. J. W. HILL  
PROPRIETOR AND PRINCIPAL  
PORTLAND, OREGON



## DO YOU USE TANKS FOR ANY PURPOSE

If so, you are not justified in buying until you have seen our catalogue. Write us today for delivered price on your requirements

**Grays Harbor Commercial Co.**  
ALASKA BLDG. SEATTLE, WASH.





# 1,000,000 CLARK SEEDLING STRAWBERRY PLANTS

FOR THIS FALL AND NEXT SPRING DELIVERY. Address A. WHITEHEAD, Hood River, Oregon



HELM APPLE ORCHARD

We make a special feature of  
apple and pear land

## Southern Oregon Investment Co.

Harry Silver

J. S. Bailey

ASHLAND, OREGON

Our Newtown Pippins are fine quality,  
keep better, and bring the highest price.  
Pear orchard net yield \$500 per acre.  
Land finely located \$30 per acre and  
upward.



GORE PEAR ORCHARD

## Cupid Flour

Has same standing in the Flour  
Trade that Hood River Apples  
have in the Fruit Trade. *Made by*

HOOD RIVER  
MILLING CO.

## D. McDONALD

HOOD RIVER, OREGON

Headquarters for  
FARMING AND ORCHARD

## TOOLS

Disc Harrow Extension for  
Orchard Cultivation a Specialty

When you want any kind of Orchard Tools  
come to me and get the BEST

## W. F. LARAWAY

DOCTOR OF OPHTHALMOLOGY

EYES  
TESTED



LENSES  
GROUND

Over 30 Years' Experience

TELESCOPES, FIELD GLASSES  
MAGNIFIERS TO EXAMINE SCALE

HOOD RIVER, OREGON  
AND GLENWOOD, IOWA

FOR INFORMATION REGARDING

# NORTHERN PACIFIC RAILWAY LANDS

FREE GOVERNMENT LAND  
LANDS OWNED BY PRIVATE  
INDIVIDUALS AND LAND COMPANIES

## LANDS IN IRRIGATED DISTRICTS

BUSINESS AND INDUSTRIAL  
OPENINGS ALONG THE

# Northern Pacific Railway

Write to  
**C. W. MOTT** General Emigration Agent,  
Northern Pacific Railway.  
ST. PAUL, MINNESOTA.

**YAKIMA VALLEY  
RED  
APPLES**  
YAKIMA, WASHINGTON



# LOW RATES EAST

*Will be made this season by the*

OREGON RAILROAD  
& NAVIGATION CO.

AND

SOUTHERN PACIFIC

LINES IN OREGON

*From Portland, Oregon, as follows:*

TO	BOTH WAYS THROUGH PORTLAND	ONE WAY VIA CALIFORNIA
Chicago . . .	\$72.50	\$87.50
St. Louis . . .	67.50	82.50
St. Paul . . .	63.15	81.75
Omaha . . .	60.00	75.00
Kansas City . .	60.00	75.00

TICKETS WILL BE ON SALE

August 6, 7, 21, 22

Good for return in ninety days with stop-  
over privileges at pleasure within limits

## REMEMBER THE DATES

For any further information,  
call on any agent or write to

WM. McMURRAY

General Passenger Agent

PORTLAND, OREGON

# Tillson & Company

SALEM, OREGON

Always in the market for dried prunes  
Get our prices before selling. Field  
seeds and fertilizers a specialty.  
Wholesale and retail dealers in  
grain, hay, feed and potatoes

CORRESPONDENCE SOLICITED

# Niagara Lime and Sulphur Solution

For San Jose Scale and all pests for which Lime and Sulphur has been found a remedy. Niagara is the only spray made which is tested and has that test marked on every barrel. It is a perfectly made, clear, highly concentrated liquid, capable of being diluted with eleven times its quantity of water for San Jose Scale. The following are a few of the many who are using or handling Niagara because it is the best:

J. A. Perry, Rogue River Fruit Growers' Union, Medford, Oregon; Lane County Fruit and Vegetable Growers' Association, Eugene, Oregon; Stranahan & Clark, Hood River, Oregon; Chase & Kaife, Salem, Oregon; Wenatchee Produce Company, Wenatchee, Washington; Yakima Hardware Company, North Yakima, Washington; Yakima Valley Fruit and Produce Growers' Association, Granger, Washington; Zillah Fruit Growers' Association, Toppenish, Washington; Blalock Fruit Company, Walla Walla, Washington; Malheur Mercantile Company, Ontario, Oregon; British Columbia Fruit Growers' Association, W. J. Brandrith, Manager, Ladner, British Columbia; Western Hardware and Implement Company, Lewiston, Idaho; Milton Fruit Growers' Union, Milton, Oregon; A. E. Crosby, Druggist, The Dalles, Oregon.

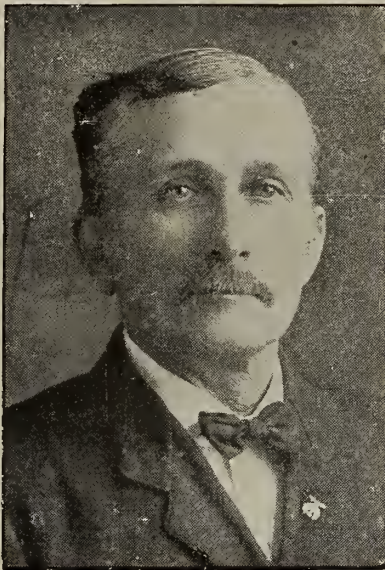
Manufactured by

**Hood River Spray Mfg. Co.**

Hood River, Oregon

Under arrangement with the OREGON SPRAY & GAS CO., Originators





D. L. Cartmell C. W. Bell

## The Pacific Land Company

OFFICE ROOMS, NO. 7,  
OVER CHAMBERS-  
BRISTOW BANK  
EUGENE, LANE COUNTY  
OREGON

REAL ESTATE  
TIMBER LANDS  
LOANS, FIRE, LIFE AND  
ACCIDENT INSURANCE  
CITY PROPERTY  
FOR SALE OR RENT

Bargains for all Homesteaders and Investors. If you want Farms, Stock Ranches, Timber Land, City Property, write us for our full, complete list.

### FRUIT LAND OUR SPECIALTY

The City of Eugene, Lane County, Oregon, is situated at the head of the Willamette Valley and has about ten thousand inhabitants. The state university is located here, and good schools and churches of all denominations. Eugene is one of the most beautiful cities in Oregon, and from a business point of view Eugene is the best town between Portland and San Francisco. Eugene is growing very fast and will undoubtedly have a population of fifteen to twenty thousand in the next five years. It has the street railway extending to different points, and, being a county seat, with paved streets, handsome homes, beautiful flowers and mild climate, we have a city and country that can not be surpassed in the Northwest. When you come to Eugene call and see us, in Room 7, over Chambers-Bristow Bank. We will be glad to show you the country.

D. L. CARTMELL

EUGENE, OREGON

C. W. BELL

MARK T. FLEMING, President

L. H. ENRIGHT, Secretary

F. A. FROST, Treasurer

# OREGON LAND CO.

EUGENE, OREGON

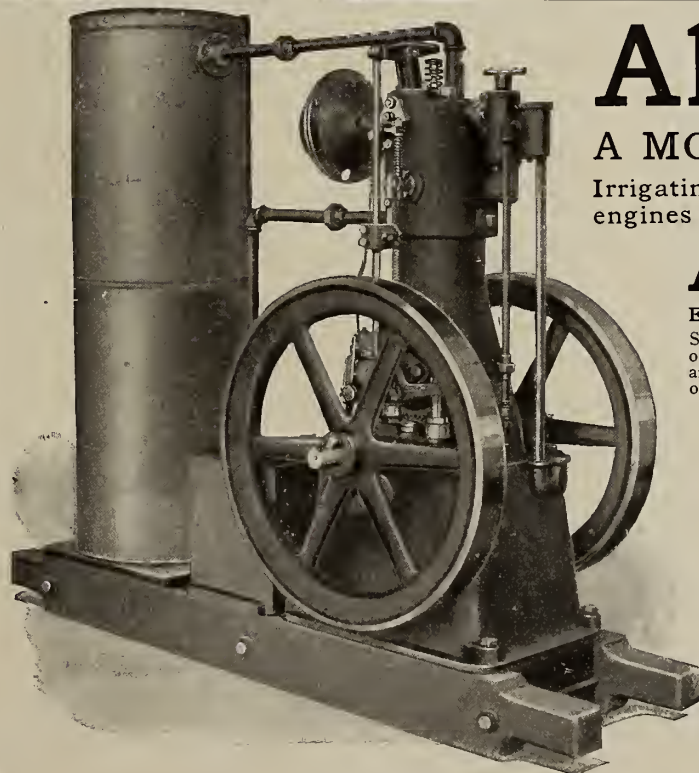
## Bargains in Fruit Land

Get off the train at Eugene and our office is only one square and a half from the depot. We will not torment you on the street or at your hotel, but if you will come to our office we will drive you through every variety of soil in Lane County. We will tell you the exact truth about every piece of property you look at. If you buy of us you will be our friend ever after, and will bring your friends to us. We will see that you get a good title and a square deal. Ask anybody about us.

Write us.

## The Oregon Land Company

MEMBERS EUGENE COMMERCIAL CLUB



AGENTS WANTED

# Alamo Engine

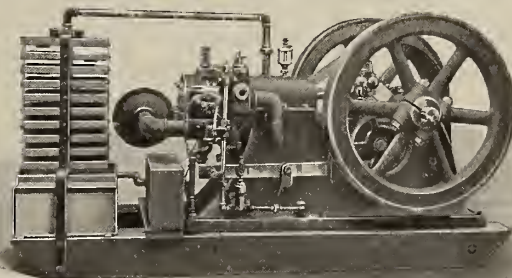
A MODERN DISTILLATE ENGINE

Irrigating, spraying and farm work. Special portable engines for hay press duty. See others but not until you see us

## Alamo Gas Engine

Easiest started, smoothest running, most durable, least fuel required

Some engines require a wizard or mechanical expert to get any work out of them. The Alamo is easily operated. Its mechanism is readily mastered, and any bright boy or man can run one. It is the most economical engine on the market, suitable for every kind of farm work. Sizes one and one-half horsepower to fifty horsepower



WRITE FOR PRICES

# BEEMAN-SPAULDING-WOODWARD CO.

MANUFACTURERS' AGENTS

71 Front Street, PORTLAND, OREGON



## Ideal Fruit & Nursery Co.

We have for fall and spring delivery a full line of absolutely true to name and free from all pests all the leading varieties of

Apples, Pears, Cherries, Prunes,  
Plums, & Small Fruits of all Kinds

We invite inspection at any time  
Prices furnished on application

Guignard & Rosiger, Hood River, Oregon

## OKANOGAN

THE COUNTRY OF OPPORTUNITY

Where the color and keeping qualities of the fruits raised cannot be excelled anywhere in the world. **GOVERNMENT IRRIGATION** is the best irrigation system possible. We have a large list of excess lands, under the Government project, that must be sold, and the prices and terms are in reach of the man of moderate means. **OKANOGAN FRUITS** won a gold medal at the Lewis and Clark Exposition held at Portland, Oregon, in 1905. We also took nineteen prizes out of twenty-three varieties of fruit exhibited at Spokane Interstate Fair in 1907.

For particulars and free booklet address

**STORCH, PRATT & FORSYTH**  
OKANOGAN, WASHINGTON

Buy and Try

## WHITE RIVER FLOUR

MAKES

WHITER, LIGHTER BREAD

## *The Hood River Electric Light, Power & Water Co.*

DOING A GENERAL ELECTRIC  
LIGHT AND POWER BUSINESS

TWENTY-FOUR HOUR SERVICE

City Water Works System for Domestic and Municipal Use.  
Are prepared to furnish 3000 Horse Power, either  
Electric or Water, at Reasonable Rates

*General Office, HOOD RIVER, OREGON*

## APPLE GROWERS

Who wish to produce an apple which will keep two months longer than apples grown along the Columbia River, come to Baker City and investigate the famous Sunnyslope bench lands. Write for particulars to the

**BAKER IRRIGATION CO.**  
BAKER CITY, OREGON

## Hood River Nurseries

Have for the coming season a very complete line of

### NURSERY STOCK

Newtown & Spitzenberg propagated from selected bearing trees. Make no mistake but start your orchard right. Plant generation trees. Hood River (Clark Seedling) strawberry plants in quantities to suit.

SEND FOR PRICES

Rawson & Stanton, Hood River, Oregon

## PINE BOXES

*BRIGHT, LIGHT FRUIT BOXES FROM  
THE FAMOUS KLICKITAT PINE*

Our new plant can fill your orders promptly and satisfactorily and save you money. Send your specifications and ask for prices

**Klickitat Pine Lumber Co.**

Portland Office:  
26 Concord Building

GOLDENDALE, WASH.

## PRINTING FOR FRUIT GROWERS

Our facilities for the prompt handling of out-of-town orders, together with the high-class service we render, makes this a good place to buy Printing. *Better Fruit* is designed and printed in our establishment. Long Distance Telephone Main 165.

**F. W. BALTES & CO.**

FIRST AND OAK PORTLAND, OREGON



## One Thousand Miles Nearer Eastern Markets Than Pacific Coast Points

*No floods, no cyclones, no lightning*

Climate unexcelled. Two hundred fifty thousand fruit trees planted this spring. Bearing trees loaded with beautiful fruit this frosty year. Peaches, pears, apples, cherries, apricots and other fruits grow in profusion. Unlimited water all year; low altitude; Eastern people; excellent transportation. Melons shipped in car lots that top the market. Opportunities galore. We invite comparison. All inquiries truthfully answered. Secretary Commercial Club, Green River, Utah

## Chenowith Cove Tracts for Sale

*Fruit and vegetable land on the line of the O. R.  
& N. R. R. within two and one-half miles of*

### The Dalles, Oregon

a city of five thousand population. These tracts are a part of my Chenowith Cove Farm, which is said to be one of the best farms in Wasco County. The ground is the earliest in the State, producing fruits and vegetables of many kinds for the earliest market and best prices. Prices and terms upon application to

**J. C. HOSTETLER, OWNER**

Cashier  
French & Co., Bankers

The Dalles, Oregon

*One of the Most Attractive Beach  
Resorts on the North Pacific Coast is*

## NORTH BEACH

Near the mouth of the Columbia River, on the Washington Side, reached from the City of Portland on the splendid excursion

## STEAMER T. J. POTTER

In about six hours. It is upward of twenty miles long, very broad and level and almost as compact as a composition pavement. It is dotted its entire length with towns, cottage settlements, tent cities, villas, fine hotels and all the amusement accessories of a popular summer beach resort. It's the place to go for rest, health and a good time. Thousands go there for their summer outing. *Try it*

## THE POTTER WILL SAIL EVERY DAY EXCEPT SUNDAYS

DURING THE SUMMER SEASON

SEE PUBLISHED SCHEDULE

*Fare from Portland, round trip . . . \$4.00*  
*Saturday to Monday tickets. . . . 3.00*

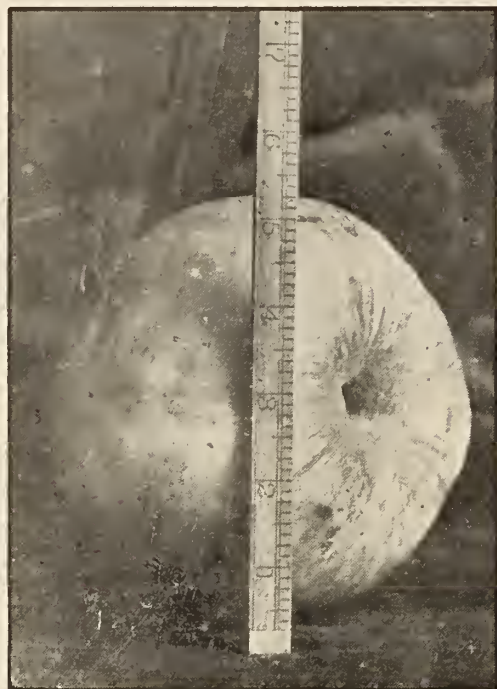
Purchase tickets and make reservations at city ticket office, Third and Washington Streets, Portland, or inquire of any O. R. & N. agent elsewhere for information

**WM. McMURRAY**

General Passenger Agent

PORTLAND, OREGON





By courtesy Eugene Register

GRAVENSTEIN APPLE

Grown by J. E. Kilborn, Eugene, Oregon. This apple measures almost five and a half inches in diameter, and was on exhibition at the Oregon State Fair, and attracted much attention on account of its size and perfect shape.

## Lane County Fruit and Vegetable Growers' Association

EUGENE

OREGON

Growers and shippers of Willamette Valley Fruits, Berries, Cherries, Peaches, Prunes and Apples in season. Correspondence Solicited

# THE HOLLENBECK REAL ESTATE COMPANY

H. F. HOLLENBECK

GEO. FISHER

HAVE BARGAINS FOR  
ALL HOMESEEKERS

If you want Orchard Lands,  
Farms, Stock Ranches, Timber  
Lands, City, Business or Residence  
Property, *write us for our complete list*

OFFICE ROOMS, 487 WILLAMETTE STREET

EUGENE, OREGON



LANE COUNTY HOME OF ROYAL ANN CHERRY  
Finest in the World



W. J. Crawford, President

B. J. Miles, Vice President

L. T. Reynolds, Director

John Pemberton, Director

H. S. Gile, Director

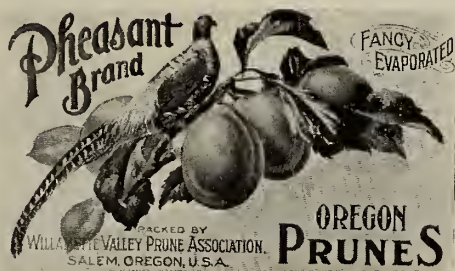
# Willamette Valley Prune Association

H. S. Gile, Secretary and Manager

PACKERS OF STRICTLY HIGH QUALITY

## OREGON PRUNES

OWNERS OF THE FAMOUS

PHEASANT  
BRAND

and

HUNTER  
BRAND

Rarely equalled; never excelled. Absolutely clean, thoroughly sterilized, honestly packed, no process applied; the pure, clean, cured fruit, nothing more. Our prunes possess a *delicate, mild, tart flavor*. You will prefer them to any cured fruit you have ever tried.

WILLAMETTE VALLEY PRUNE ASSOCIATION, SALEM, OREGON

# H. S. GILE & CO.

PACKERS OF THE  
FINESTOREGON  
PRUNESORIGINATORS AND  
PATENTEES OF THEBEAVER  
BRAND

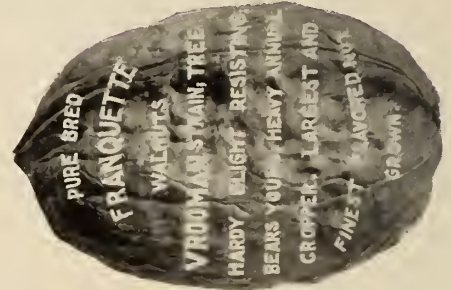
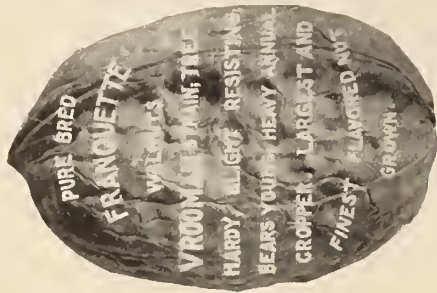
BEAVER BRAND Oregon Prunes are superior in food value to any other variety of cured fruit. They possess a pleasing flavor peculiar to themselves

*"The Taste Tells; Acquire the Habit"*

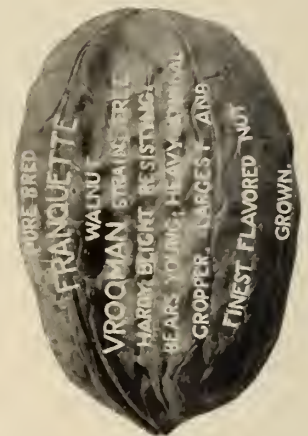
## H. S. GILE & CO., SALEM, OREGON

Packing Houses Located At: ROSEBURG, OREGON, NEWBERG, OREGON AND DUNDEE, OREGON





# CHERRIES AND WALNUTS



A mighty good combination, if it's big returns you're after. We are going to have a splendid stock, in both size and quality, of all the leading commercial varieties of CHERRIES, APPLES, PEARS, etc., this year, and our prices are certainly reasonable. If our authorized representative for your district fails to call on you, send us a list of your needs by mail and we'll be pleased to quote prices direct.

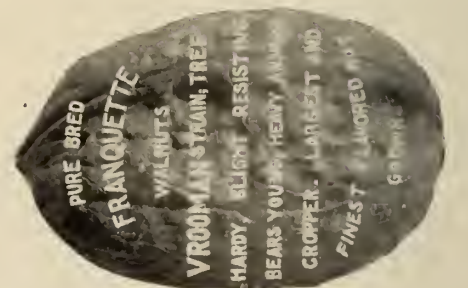
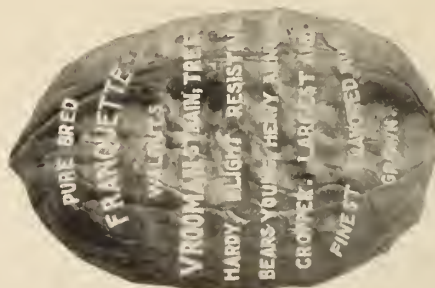
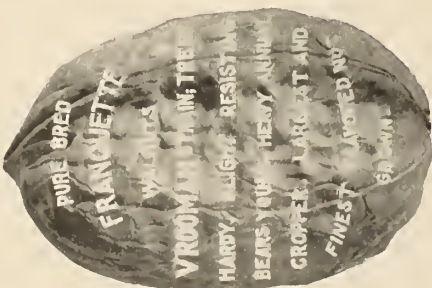
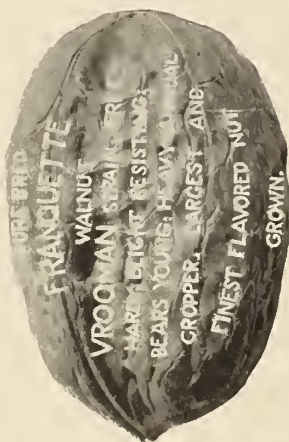
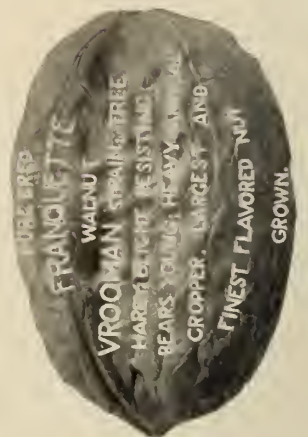
## IN THE WALNUT LINE

We would ask that you investigate the VROOMAN PURE STRAIN FRANQUETTE variety before deciding where you will buy. This is the greatest walnut on the market today, and we want you to give us an opportunity to "show you." It is a late bloomer, the nut is large, rich and sweet and sells for the highest price on the market. Space here will not permit full explanation, but if interested drop us a line and let us send you SPECIAL literature descriptive of this splendid pure-bred stock.

*Real Salesmen Wanted Everywhere. Liberal Terms*

Address

**Oregon Nursery Company**  
SALEM, OREGON





# QUAKER NURSERIES

SALEM, OREGON

Have for fall of 1908 and spring of 1909 a large stock of peaches of all the leading varieties. Eighty thousand Early and Late Crawfords, Elberta, Muir, Charlotte, Triumph, Alexander, Susquehanna, Crosby, Champion, Chinese Cling, Foster, Hale's Early, Lovell, Salway, Orange Cling, Phillips Cling, Wheatland, Fitzgerald, and the Early Columbia, the earliest of freestones. Ten thousand apricots, Royal, Peach, Tilton, Blenheim, Moorpack and Hempskisk. Fifty thousand grapes of all the leading market sorts, Tokay, Malaga, Muscat, Rose of Peru, Black Prince, Black Hamburg, Mission, etc. Twenty thousand transplanted loganberries; ten thousand Mammoth blackberries, transplanted; ten thousand Oregon Champion gooseberries and other kinds. Currants in large numbers, Fay's Prolific, White Grape, Red Cross, Cherry, La Versailles and Black Naples. Raspberries and blackberries in large quantities. Shade and ornamental trees, Carolina poplars, Lombardy poplars, locust, Norway and silver maple, catalpa, linden, box elder, cork bark and American elm; Japan, Spanish and American chestnut; Franquette, Mayette, Chabute and Parisienne walnuts; filberts of the leading commercial varieties; almonds of the leading kinds; a big stock of all the leading kinds of apples, pears, cherries, plums, prunes, etc. Ornamental trees, shrubs, plants and roses in profusion.

*Write for Catalogue*

C. F. LANSING

## MONEY HOW TO MAKE IT MONEY

*This leading question can be answered by planting your land to fruits or nuts*

We have choice territory yet vacant in different parts of the West for live agents. Canvassing outfit furnished free. Cash advanced weekly to agents



A 100-page descriptive catalogue, including circular on walnut culture, sent free on application. *Correspondence cheerfully answered.*

Our motto is: Superior high grade nursery stock; not the cheapest in price, but the best in quality.

OUR SPECIALTY IS WALNUTS, FRUITS, ORNAMENTAL TREES AND SHRUBS

## CAPITAL CITY NURSERY CO.

OFFICE ON TWELFTH STREET

SALEM, OREGON



# THE DALLES, OREGON

## ANNUAL OUTPUT

Choice Apples, Plums,  
Peaches, Apricots and  
Strawberries shipped  
in car lots.

40 cars Melons.

40 cars Prunes.

10,000 cases Cherries.

40,000 Cherry Trees  
planted during the last  
two years.

Two canneries in oper-  
ation.

450,000 barrels Flour.

3,000,000 pounds of  
Wool scoured.

30,000 cases salmon.



Early vegetables of all kinds put on the Portland market  
one to two weeks ahead of any other Oregon points

The county seat of Wasco County, is a thriving wide-awake city of 5000 inhabitants, located on the Columbia River with two through line railroads, one on either side of the river. The city boasts of its fine streets and beautiful homes and is proud of its great variety of resources. 3000 horse-power electric plant operating flouring mills, planing mills, box factories machine shops, etc., and endless supply of water power within easy reach. The finest country in the world for air seasoning and wood manufacturing.

*The Columbia River Scenery and Eastern Oregon Climate is Unequaled in the World*

For Further Information Address

**THE DALLES BUSINESS MEN'S ASSOCIATION**

# DUFUR, OREGON

## *DON'T MAKE THE MISTAKE OTHERS HAVE MADE*

And purchase fruit lands before you look up the *opportunities* offered at DUFUR where farms are being cut into ten and twenty acre tracts for fruit raising. Dufur is only fifteen miles south of The Dalles and twenty miles southwest of Hood River Valley. Hundreds of trees are being set out every year; don't miss the opportunity of getting in on the ground floor where we have the best land for the least money. No other country attempts to offer as good fruit lands, all cleared and ready to set out to trees, as is offered in DUFUR. *For further information write*

## THE DUFUR COMMERCIAL CLUB



# \$1000 REWARD

THE LANE COUNTY LAND & LOAN COMPANY

of Eugene, Oregon, will give \$1,000 reward to any man who can get a better bargain in farm or city property than is offered by us. We are the oldest established real estate firm in Eugene

WRITE FOR OUR NEW CATALOGUE OF PRICES

Office No. 435 Willamette Street

## OREGON

Anyone desiring reliable information about Eugene, or the great Willamette Valley in Western Oregon, write to E. J. Frasier, Secretary of the Eugene Board of Trade, for an illustrated descriptive booklet, sent free

## SHIPPERS! ARE YOU ON A LIVE WIRE?

A LIVE WIRE implies connection with a power house. A POWER HOUSE shelters the dynamo. THE DYNAMO rearranges nature's forces for man's purposes. *The live wire conveys the power to the purchaser.* The PRODUCE REPORTER CO. furnishes "power" for shippers of fruit and produce. The shipper that fails to connect with this organization is like a mechanic running a jig saw with his foot. Be live, up-to-date—avail yourselves of the present-day system of credits and market your output safely and at best prices. *Do your own selling to distant markets*

SEND FOR BOOKLET, FREE

PRODUCE REPORTER CO.

34 SOUTH CLARK STREET

CHICAGO



# *Everybody's*

talking about Eugene, the most progressive city on the Pacific Coast, the County Seat of Lane County, becoming rapidly famous for its fruit, especially its

## **Cherries**

You can learn all about its Golden Opportunities by sending ten cents to the Commercial Club of Eugene, Oregon, for sample copy of the illustrated magazine called

# *Nobody's*